

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CX, No. 6

NEW YORK, FEBRUARY 5, 1920

10c A COPY

COFFEE

THE coffee interests of North and South America desired to increase the consumption of coffee. They desired also to relieve people's minds of false impressions about coffee. So, quite naturally, they decided to advertise coffee.

The privilege of helping carry the coffee message to the public—the task of bringing new interest and fresh stimulus to a commodity so well known—was given to Advertising Headquarters. You have seen the beginning of the advertising that has resulted.

This outstanding example of association advertising should, we believe, carry encouragement and significance to other associations who desire to shape public opinion along right lines.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

"Don't Shoot Till You See the Whites of Their Eyes"

A famous expression that may be aptly applied to advertising.

Don't advertise until you know the product is right.

Don't advertise until you know the possibilities of your market.

Don't advertise until you are ready to back it up with right merchandising methods.

Don't advertise until you get the Interrupting Idea that will attract attention and create desire for your product.

If you want to make your advertising a more *profitable investment*, get the analysis, judgment and direction of men whose experience and proved ability give to their advice the weight of authority.

*"Put it up to men who know
your market."*



Consultation
without charge
or obligation

F E D E R A L
ADVERTISING AGENCY, INC.

6 East Thirty-ninth Street, New York

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CX

NEW YORK, FEBRUARY 5, 1920

No. 6

The Reasons for the Rapid Growth of Manufacturers' Associations

What Must Be Done Before an Association Can Advertise Successfully

By C. H. Rohrbach and John Allen Murphy

NOT long ago an executive of a prominent New York advertising agency spent several hours in the research department of PRINTERS' INK, running through the bound volumes for the last two or three years and making certain mysterious tabulations as he read. Towards evening he jumped up from his chair in great glee and exclaimed:

"I'm open to congratulations. I've just won a bet. The other day I told one of my fellow directors at the office that I believed the most outstanding advertising development during the past couple of years has been the growth of association campaigns. While he was inclined to agree with me that co-operative advertising has made wonderful strides, he thought that other forms of advertising, such as, for example, institutional copy, have been making greater headway. But I win. What better proof do I need than the fact that during the last three years PRINTERS' INK has published no less than 300 articles and other references about

This is the first of a series of articles on manufacturers' co-operative associations. Mr. Rohrbach and Mr. Murphy have spent several weeks in gathering the material. Mr. Rohrbach is secretary of the Hydraulic Society and of the Compressed Air Society, and is a recognized authority on the association movement. Subsequent articles will tell how associations are run, why they sometimes fail, what they actually accomplish for their members, how they are financed, etc. In a word, the subject will be thoroughly covered in all its important phases. The series will have a strong advertising flavor, the primary purpose of the articles being to tell when and how an association may safely embark on an advertising career.

association advertising? As far as a campaign stories of a certain definite type go, the activities of associations seem to lead all the rest."

We probably would not care to go so far as this enthusiast in claiming that the sales promotion work of associations is advertising's most notable recent development, for the reason that su-

perlative statements of this sort are hard to prove. We do, however, unhesitatingly claim that the educational work that associations are doing to-day is one of the biggest and certainly one of the most significant jobs that advertising is putting over.

Association advertising is usually regarded as being difficult to manage successfully. There are a hundred and one obstacles in its path that the individual advertiser does not encounter. Many co-operative campaigns start with a great flourish, run pompously for a few months and then peter out. Sometimes they are revived; very often they are not. It is generally supposed that these discontinued campaigns are failures. But are

they? If they are failures, why did they fail?

We shall show in a subsequent article that many of these association drives that suddenly stop are anything but failures. Some of the most fascinating pages in advertising's history is an account of the marvelous things that these short-lived campaigns do actually accomplish in the brief span of their existence. Usually the campaign is killed not because of the failure of co-operative advertising, but because of the inability of the association itself to function as it should.

WHAT PRECEDES THE ADVERTISING

It may be set down as a safe rule that no industry should organize for the express purpose of advertising. It should be a smoothly running, well established organization, successfully engaged in solving its various trade problems before it attempts to do co-operative promotional work. An industry should acquire the association habit before it launches into joint advertising. Manufacturers must get accustomed to working amicably and helpfully with their competitors, before they are equipped to advertise as a body. If the advertising is started too early in the career of the association, the jealousy that naturally exists among competitors is likely to smash the campaign. The close and friendly contact association work fosters removes this suspicion in time. When it is removed and the various members are disposed to deal with any industry situation as a unit, the hour is ripe to consider co-operative advertising.

It is for this reason that before arriving at a thorough understanding of the principles on which effective association advertising is founded, we must find out something about association work itself. Why are associations organized? What are some of their more important activities? What sort of problems—trade, legislative, financial and social, are they most successful in dealing with? How are they conducted? What are some of the legal re-

strictions that limit the scope of association enterprise?

The answers to these questions and many others of similar import will be taken up in subsequent articles. In the meantime, let us take a glimpse at the marvelous recent development of the association movement. There are associations of every conceivable nature in this country. Practically every industry, every trade and every group of any kind with any special interest has its association. Folks who like to eat mushrooms, or climb mountains or play pool or wear Palm Beach clothes find themselves being drawn toward kindred souls through the medium of some organization. If a person does anything or believes anything or in fact if he exists at all, it is almost impossible for him to keep out of an association nowadays. These bodies are being formed every day. One day it is the rabbit breeders of Ohio, Pennsylvania and West Virginia, who have organized an association. The next day, it may be the prune growers of California, the farmers of North Dakota, the poultry men of New England, the pipe manufacturers of America or some other distinct group that has joined forces.

In the main, it is co-operative competitive manufacturers' associations that are being considered in these articles. There are approximately 250 such associations in this country at the present time. The number, however, is increasing almost daily. If to this we were to add the national and sectional associations of jobbers, retailers, publishers, farmers and other groups of consumers and specialized workers, we would find that there are several thousand organizations in the United States that have formed for the help, protection and advance of their members.

WAR STRENGTHENED ASSOCIATIONS

The war gave an enormous impetus to the association movement. In fact, the war, itself, is the most gigantic object lesson in co-operation that the world has ever witnessed. The German military



They gave metropolitan conveniences to a town of 200

SEVEN years ago, Byron, Minnesota, was a sleepy little town of 200 souls. Today—though it's still a tiny village—Byron has an electric light plant, and concrete sidewalks, and macadam roads, and five famous model dairies with pure-bred cattle. There's a new High School, too, costing \$45,000 and offering special courses in agriculture, domestic science, and manual training.

And Byron folks will tell you that all these changes are due to their church—the only church in town. Members of eleven denominations worship there. Their church is not only a place of worship—it's the Headquarters of the Community Improvement League.

All over America today churches and church members are striving to do for their communities what the Byron church has accomplished. They are the Prophets of Progress. Whatever helps to raise the standards of living is interesting and important to them.

Three hundred thousand of these intelligent, energetic, prosperous men and women read the **CHRISTIAN HERALD** every week. In this unique magazine they find exactly what they want: ideas that guide them in civic betterment—entertainment for their leisure moments—information about every phase of world activity—and guidance in their choice and purchase of daily necessities.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, *Publisher*
NEW YORK CITY

machine for four years held at bay an antagonist vastly superior in numbers and equipment, simply because of its almost perfect co-operative functioning. The Allies could not and did not win until they took a leaf from the enemy's notebook and performed as a single unit.

But it was probably the recognition that our Government gave to associations during the war that has been the chief influence in the post-war growth of the movement. While hostilities were on, Uncle Sam would not deal with individuals in matters pertaining to the distribution and allocation of fuel, raw materials and finished products. He insisted on the formation of at least a temporary or "War Service" organization in each industry, and where there was an established trade association it was in many instances made the official point of contact between the Government and the individual manufacturer or producer. Also the Federal Trade Commission and other Governmental agencies have repeatedly encouraged constructive co-operation among competitors. The reason for this, of course, is that a united industry can clear up any unfair practices that may exist in it much better than can any outside agency.

Many of these organizations that were hastily and temporarily thrown together for the purpose of winning the war have since been made permanent. They did so much during the conflict not only for the country but also for themselves, that the advisability of continuing them was so apparent that it needed no argument. This point is well brought out in the following resolutions that were adopted a year ago at the Atlantic City Conference of War Service Organizations.

It was resolved that: "The experience of the war has clearly demonstrated the value of national trade organizations and their services to the country as well as to the industry.

"This conference heartily ap-

proves the plan of organizing each industry of the country in a representative national trade association and expresses the belief that every dealer, jobber, manufacturer and producer of raw materials should be a member of the national organization in his trade and cordially support it in its work.

"The war has demonstrated that through industrial co-operation great successes may be achieved, waste eliminated and efficiency increased. The nation should not forget, but rather should capitalize these lessons by adapting effective war practices to peace conditions. . . ."

In view of the number of associations that have been launched since the conference evidently the nation has not forgot its war lesson in co-operation.

The association movement is by no means of recent origin. Associations probably started when primitive man first allied himself with his fellows into clans or tribes and together they fought their common enemies. All through history we find with the growth of civilization itself a steadily rising disposition on the part of peoples to unite for the solution of their problems. Many historical bodies and institutions, familiar to every school boy, are nothing more than commercial associations. Take, for example, the famous Hanseatic League, which protruded itself so conspicuously into thirteenth century history. This was a union of the cities of Northern Germany, which organized for the protection of their trade. The union arose out of a number of associations of German merchants who banded together, so that they could travel and transport their merchandise in safety. In those days, it was the custom for robber barons to prey on caravans of merchandise and to protect himself an enterprising merchant had to have a little standing army of his own. In that age, the shoplifter came in Robin Hood fashion and carried off cargoes of goods that

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When father was a boy—

HIS swimming hole was a great school and meeting place for choice spirits.

But the old swimming hole was a seasonal proposition. Father's swimming days were all too few.

Now boys can swim all year 'round in indoor swimming pools. No matter to them whether the thermometer is zero or 100.

In this and countless other ways boys fare better today. He is just as boyish, but the average boy has more to do in his twenty-four hours. He can buy more and better products.

to help his work and play.

Thus has grown the field for **THE AMERICAN BOY**. It is the all-boy magazine read by more than 500,000 of the typical American boy. This boy averages 15½ to 16 years old. He is interested in everything from guns to swimming pools, from skates to bicycles, from automobiles to tractors.

He often decides for the family what make or brand to buy because he usually *knows*.

Advertisers are continually learning this. Their space in

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in All the World."

THE AMERICAN BOY magazine grows in volume yearly.

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

Why only 15 firms in this industry survived

IN 1869 the country's volume of business in watches was \$2,800,000.

In 1914 it was five times as great—\$14,200,000.

But in this period the number of firms making watches was reduced from 37 to 15—a 60% decrease.

Rapid growth in volume—with sharp decrease in the number of manufacturers—this is the history not only of watches but of practically all our big industries in the last fifty years. This is strikingly shown by the figures in the chart on the right.

Only those manufacturers could survive whose businesses were growing fast enough to give them the full economies of large-scale production.

These manufacturers developed their sales in proportion to a rapidly growing market.

Today with billions of dollars worth of property destroyed in the war to be replaced, it is recognized that production must be expanded as never before—that far-reaching economies must be effected in every department of industry.

Which firms will survive? In the next ten years who will win out? Who will make good in the struggle for the vast markets of America and of the world?

No manufacturer is blinded by the temporary abnormal demand—or by an oversold factory. The

Industry	Year	Number of Establishments	Value of Product
Men's Clothing	{ 1869	7,358	\$148,660,000
	{ 1914	4,830	458,211,000
Carpets and Rugs.....	{ 1869	215	21,762,000
	{ 1914	97	69,128,000
Automobiles	{ 1904	121	26,645,000
	{ 1914	300(†)	503,230,000
Agricultural Implements	{ 1869	2,076	52,067,000
	{ 1914	601	164,087,000
Boots and Shoes.....	{ 1879	1,959	166,050,000
	{ 1914	1,355	501,760,000
Soap	{ 1904	436	68,275,000
	{ 1914	371	127,942,000
Tobacco— Cigars and Cigarettes...	{ 1869	4,631	33,374,000
	{ 1914	13,515	314,884,000
Roofing Materials.....	{ 1869	198	3,257,000
	{ 1914	170	27,978,000
Watches	{ 1869	37	2,819,000
	{ 1914	15	14,275,000

The figures in this chart are from the Census of Manufacturers published by the United States Department of Commerce.

(†) An increase, but with 12 companies doing 87% of the business.

danger of not growing is as great as the opportunity for growth.

Increase in sales is essential not only to the vital economies of the day—it is also essential to security in the future.

The study which the J. Walter Thompson Company has made of the problems of large scale selling, and its experience in co-operating with many of the largest* manufacturing organizations in the United States, should be of value to you in working out sales and advertising plans for 1920.

Our nearest office will be glad to discuss this problem with you.

**Of J. Walter Thompson clients, nineteen are the largest in their industries.*

J. WALTER THOMPSON COMPANY
New York

Chicago • Boston • Detroit • Cincinnati • London

were en route from one city to another.

THE FIRST LEAGUE OF MERCHANTS

As a result of the activities of these associations, they secured certain privileges in London and in Norway and Sweden, which the League aimed to perpetuate. "The professed object of the League," if we may be permitted to quote from the International Encyclopedia, "was to protect the commerce of its members by land and by sea, to defend and extend its commercial relations with and among foreigners, to exclude as far as possible all other competitors in trade, and firmly to maintain and, if possible, to extend all the rights and immunities that had been granted by various rulers to the corporation.

"For the promotion of these ends, the League kept ships and armed men in its pay, the charge of whose maintenance was defrayed by a system of taxation and by the funds obtained from the money fines which the Diet levied for infringement of its laws. In its factory at Bergen, in Norway, only unmarried clerks and serving men were employed, and an almost monastic discipline was enforced; but the by-laws of the League prescribed a system of daily sports and light occupations for the recreation of the men, while judicious regulations for their comfort and cleanliness and for the celebration of festivals at certain fixed times of the year, bear evidence of the sound sense that influenced the mode of Government of the Hansa. This was further shown by the injunction to the masters of its factory to avoid everything that could hurt the prejudices of the foreigners among whom they were placed, and to conform in all things lawful to the habits of the country."

Evidently the Germans of seven centuries ago had a higher sense of trade ethics than have their descendants of to-day. For almost two centuries the League was mistress of the Baltic. The rulers of Europe feared its hostility and constantly sought its favor. As-

sociation members of to-day would find a study of the history of the Hanseatic League exceedingly interesting and perhaps somewhat suggestive.

Thus we see that there is a long line both of history and of tradition behind the association movement. Digging into the history of the subject, however, is useful only as it furnishes us with a helpful perspective on the topic. As a matter of fact there is little in common between the objects and methods of these historical commercial bodies and the associations of the twentieth century.

The association as we know it to-day in the United States began to come into existence about fifty years ago. The stove manufacturers were one of the first to see the wisdom of getting together. Two other important but widely divergent industries, silk and horse-drawn vehicles, organized associations shortly after the stove people. It speaks well of the basis on which these manufacturers joined hands when we consider that these bodies are still in existence and in flourishing condition.

It will help us in our size-up of association work, if we go back and review briefly the career of these time-tested organizations.

That there was ever a time when his competitors were not on the friendliest terms with each other might seem almost incredible to the carriage builder of to-day, yet it is within the memory of at least one of the older generation when he and his fellow manufacturers were filled with recriminations and when nothing seemed too mean to say about the other fellow.

DISTRUST GIVES WAY TO HELPFULNESS

What brought about the change? As explained by Henry C. McNear, of Mount Vernon, N. Y., a pioneer carriage builder, and who bears his eighty-one years lightly, it was through the vision of a leader in that industry many years ago. This man was John W. Britton, head of the old-established

To Financial Advertisers

An investment house of merit must develop

PERMANENCE

CONFIDENCE

RESPONSIBILITY

These three factors should also be required in any periodical which carries financial advertising.

THE OUTLOOK possesses *Permanence* to a marked degree—its financial department is fifty years old.

Outlook readers show a thorough *Confidence* in its financial pages—this is evidenced by hundreds of letters received asking for investment information.

The Outlook has a deep sense of *Responsibility* in the acceptance of financial advertising. No financial copy is accepted without careful investigation.

Financial Department

The Outlook Company

381 Fourth Avenue, N. Y.

122 So. Michigan Boulevard
Chicago, Ill.

6 Beacon Street
Boston, Mass.

and well-known carriage building firm of Brewster & Company, New York, who conceived the idea that if the carriage builders of the country could form an organization and hold occasional meetings, so as really to get acquainted with one another, it would gradually dissolve the ill-feeling that existed.

After a great deal of preliminary ground breaking, forty-four carriage and wagon builders, among whom were Brewster & Company, the Studebaker people, and Mr. McLearn's firm, McLearn & Kendall, of Wilmington, Delaware, joined in a call for a meeting, and on November 19, 1872, between ninety and a hundred of these manufacturers met in New York, and organized the Carriage Builders' National Association, of which Mr. Britton was one of the first presidents and Mr. McLearn was for many years secretary.

The organization grew in strength until at one time there were between 300 and 400 carriage and wagon builders belonging to it—concrete evidence of the practicality of the vision of its founder. The gathering together of so many men in the unenviable state of mind toward each other that Mr. McLearn pictured doubtless produced many bitter denunciations and verbal clashes.

The custom was established of holding an annual meeting or convention lasting several days, one of the features of which was a huge banquet, attended by many men in the trade besides carriage and vehicle builders, and the cost of which sometimes run up to seven or eight thousand dollars. That these and other activities of the Association were potent factors in the development of good feeling and fair dealing in the industry is evidenced by its long career, for it has functioned for forty-seven years without a break.

One of the interesting undertakings of this association has been its annual fair or exhibition, which in some years have been attended by as many as 1,500 or 1,600 dealers, jobbers and manufacturers, the exhibitors being not only the manufacturers of car-

riages and other horse-drawn vehicles, but also the manufacturers of carriage accessories and parts of all sorts. This latter class of manufacturers was early admitted into membership in the organization and now exceeds in point of numbers the vehicle manufacturers. Despite the economic limitations placed upon the industry by the development of the automobile, the membership is still in the neighborhood of 300, comprising approximately 100 vehicle manufacturers and 200 makers of accessories and parts. A glance at the standing committees of the Association for the current year conveys some idea of its present scope of usefulness: Committee on New Members; Committee on Freight and Classification; Committee on Dealers' Associations; Publicity Committee; Committee on Statistics; War Service Committee; Standardization Committee.

Folks who may have thought that the automobile is putting the skids under the vehicle and the saddlery business, are badly mistaken. This industry is still going strong. At the last meeting of the Carriage Association the subject of joint advertising was seriously discussed, in which it was proposed that allied industries, such as manufacturers of horseshoes, stock feed, the Hay Association and others should participate.

In the same year that Mr. Britton launched this association the Silk Association of America was organized, and that Mr. Britton had a proper conception of human nature, its needs and weaknesses forty-eight years ago, is confirmed by the following words of Charles Cheney, president of the Silk Association, on the occasion of its forty-seventh annual dinner. Said Mr. Cheney:

"Many times the queries rise: 'What is the association for?' 'What does it do?' Well, it is for many purposes and it does much, but among other things it gets us together. Man is a gregarious animal. He likes to foregather with his kind. He likes to touch

(Continued on page 192)

ONE CAR TO FIVE

**That's the Ratio of Autos to Folks
in Green County, Iowa.**

Special to The Register.

JEFFERSON, Ia., Jan. 16.—Green county's allotment of 3,300 sets of auto numbers have all been assigned, and there are more than 100 applications now on file with the county treasurer.

Based on the 1915 census, there is about one car to every five persons in the county.

Green County is typical of the state—there's a motor car in Iowa for every six men, women and children; the highest per capita of motor car ownership to be found anywhere. That is one reason why the largest jobber of automobile accessories in America is located not in New York or Chicago or Detroit but in Des Moines.

This rich Iowa market can be most thoroughly blanketed at a minimum cost with

THE DES MOINES REGISTER AND TRIBUNE

(Morning, evening and Sunday)

**Paid circulation exceeds 110,000 daily
and 80,000 Sunday**

In 1919 The Register and Tribune carried 60% of all the motor car, truck, tire and accessory advertising printed in the Des Moines newspapers.

Representatives

I. A. Klein, New York

John Glass, Chicago

DES MOINES MOTOR SHOW

February 16th to 21st

Collier's

THE NATIONAL WEEKLY

5 CENTS A COPY
© 1935 by Collier's

DAYLO
—the gift that cannot disappoint

T. A. K. the very best at Collier's
—it is hard to place anywhere
on your list.

Many styles and sizes—some for
every need and every purse—and
such a beautiful, thoughtful,
welcome gift.

All leading electrical hardware
stores, sporting goods and station-
ery stores throughout the United
States—Carroll's Daylo.

**EVEREADY
DAYLO**

With that long lived
TUNGSTEN battery

Daylo and Collier's

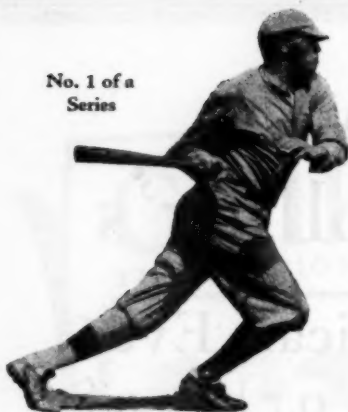
The American Ever Ready Works of National Carbon Co., Inc., has chosen Collier's to head the list for its 1920 advertising campaign in publications of large circulation.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

No. 1 of a
Series



Keep the "Pinch-Hitter" Batting for You All the Time!

IT stands to reason that a medium which is capable of doing "pinch-hitter" duty to overcome unfavorable conditions is equally as valuable in sustaining a created demand.

And yet many manufacturers who use newspaper advertising from time to time to strengthen a particular locality in which they are weak, ignore, for the rest of the time, the fact that the newspaper which has the strength to pull them out of a hole when unusual force is required, has MORE than the power to keep them out of the hole all the time. But like other good media, it must be given a fair chance and used not spasmodically, but for a period of, say, one, two or three years straight—consistently and persistently.

A campaign through the columns of the newspaper is just as much of a national campaign as through any other advertising media. So much so, that even the success of so-called national campaigns is dependent upon the newspapers for support in great centres of population, such as Baltimore, by dominating copy in a powerful medium like the NEWS.

Keep the "pinch-hitter" batting for you
ALL THE TIME!

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Selling the Product as a Side-Line to Fill in Distribution Gaps

What to Consider Before Offering Your Product as a "Tag-Enders"

By G. A. Nichols

MANUFACTURERS and jobbers in their advertising efforts to interest the retailer in side lines are finding out more and more every day how highly essential it is that these side lines be chosen with the utmost care.

They are right in representing to the retailer that just as long as he confines his activities to his one line, whatever that may be, he is deliberately fostering a situation wherein he sells his customers only a part of the things they would buy from him if he had them to sell and, therefore, is not getting the returns from his investment and work that he might just as well have. But this does not mean that anything at all in the line of merchandise should be taken into the store without discrimination. Indeed, it is by no means an extravagant assertion to say that really more care should be manifested in choosing side lines than the main stock. Side lines, it must be remembered, can break a store as well as make it.

The subject is one that deserves the most painstaking research on the part of everybody who has things to sell to the retailer. If anything like a decent proportion of the one-line stores in this country can be educated into the proper selection and sale of the so-called side lines there will be an increased outlet for merchandise, the volume of which can hardly be calculated here in figures. It will be big. Of this there can be no doubt.

George J. Whelan summed the thing up in pretty good fashion from the retailer's standpoint when in a recent magazine interview he told of the experiences of the United Cigar Stores in selling side lines.

Mr. Whelan expressed surprise over the fact that his stores could

sell safety razor blades but not shaving soap. He could understand why they could sell candy and chewing gum but wondered why they did not sell more umbrellas. He was curious to know why men would buy cigars from him and then step right in next door and buy pencils. Why shouldn't they buy the pencils along with the cigars?

Mr. Whelan could sell umbrellas if he wanted to. He could sell more than any other store in town. He could sell lead pencils in quantities that would make the stationery stores wonder. He could sell shaving soap and other shaving accessories on a scale that would make the drug stores wonder if all the men were letting their whiskers grow these days. He could also sell shirts, collars, ties and almost anything else he wanted to. But, when he got hooked up to do all this, Mr. Whelan would not be running a cigar store.

Such in brief is the answer. Men go to the United Cigar Stores for smoking material. They know these stores specialize on things of that kind. When they think of a cigar, some cigarettes or some tobacco, it is the most natural thing in the world for them to think United Cigar Stores at the same time. Right in this fact is a huge advertising asset as Mr. Whelan and his associates well know. It would be interesting to find out, if such a thing were possible, just how much money value they put upon it.

The United Cigar Store in realizing to the limit upon this asset has to proceed circumspectly along two clean-cut, tightly drawn merchandising principles.

The first is that its identity as a cigar store must be preserved with a zealous and even suspicious guardianship.

The second is that if it sells its customers only tobacco and strictly related products, then it is realizing only partially upon the selling opportunity that it has through men dropping in there almost every minute of the day.

If these principles are carried out properly, each will act as an automatic check upon the other. If the cigar store is to remain a cigar store, then naturally nothing is going to be pushed that will lessen its standing as such.

Thus Mr. Whelan and his associates instinctively keep away from the featuring of goods that might tend even remotely to overshadow cigars.

A man will buy an umbrella in one of Mr. Whelan's cigar stores if he wants it in a great hurry and can't wait until he can go where an adequate stock of such articles are kept. On the other hand, he wouldn't buy a cigar in a haberdashery unless a like emergency arose. You see men occasionally buying cigars from the newsboy in the suburban railway stations in the morning. They want something to smoke on the way downtown and haven't got the time to go after a real cigar.

Mr. Whelan can go as far as he likes in the sale of unrelated lines of merchandise. It all depends on whether he wants to continue running a chain of cigar stores or whether he wants to turn them into department stores.

If it is to be cigar stores, he must continue selling such things as umbrellas simply as an accommodation to his customers. Keeping a few of them in stock will be a good investment from an indirect profit standpoint only.

The difficulties some retailers have in handling such lines come from the fact that they do not have an expert knowledge of what a side line really is.

A side line may be defined as a line of merchandise that can be displayed and pushed in a one-line store without in any way endangering the identity of that store. It must be something that can be shown in sufficient quantities to make an impression with-

out in any way overshadowing the main stock in trade. Either this or the showing must be on the mere accommodation basis of Mr. Whelan's umbrellas. Suppose a furniture retailer should put in a line of candy. He would have the hardest kind of a time in persuading people to buy it. It would lessen his standing as a furniture man. People would not care to buy tables, chairs and rugs from a man who sold candy. They would have much ground for fear that he did not know his business in either line. Yet candy is a hugely profitable side line for the druggist. Mr. Whelan sells much of it himself.

But suppose a cigar store, a confectionery or a men's furnishing-goods store should put in a line of china, crockery and kitchen hardware—side lines that the furniture man can sell with profit both direct and indirect. Anybody can see what the results would be.

In counseling a retailer to take on a certain side line, it is not enough to be able to tell him that the line will sell. A man can sell almost anything at some time or other in almost any kind of store. A druggist might be able to sell an occasional raincoat, a pair of shoes or a shirt.

Here are the points to be considered in introducing any new class of goods into a one-line store:

Is this a related line?

Can it be sold in sufficient volume to be profitable?

Can it be displayed and pushed sufficiently without any lessening of the store's identity?

Will its sale in addition to paying a direct profit confer an indirect advertising benefit on the remainder of the stock?

Is it an item that can be shown in modest quantities without detriment to its selling properties?

The range of merchandise that can be appropriately offered in a retail store as side lines is truly remarkable—even when offered in accordance with a strict interpretation of the rules just stated. Manufacturers and jobbers find

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the field fruitful because the retailer can easily be made to see that in properly chosen side lines lies his salvation. But like many another good thing this is distressingly easy to overdo. Costly mistakes in this respect are being made right along by retailers whose enthusiasm outruns their judgment. You can see this exemplified in some of the big chain drug stores. The writer is by no means setting forth an original thought here when he says that some of these big drug stores have practically lost their identity in a maze of general merchandise.

The drug store's big asset is the fact that it is a drug store. If it sells only drugs and strictly related lines it is not getting all the profit it is entitled to. But just as soon as it features other goods at the expense of drugs then it becomes dangerously near a store without a name. Truly a perilous and an undesirable condition.

You might go into one of these big downtown so-called drug stores for stationery, fancy goods, candy or something of that kind. But if your child were dangerously ill would you trust that drug store to fill the prescription? If you wouldn't, then the store has sacrificed something that cannot be offset by the additional profits it gains from the side lines—notwithstanding the fact that its prescription-filling facilities are 100 per cent right.

RELATED LINES FOR GROCERS AND FURNITURE DEALERS

One of the most successful of the smaller chain druggists once made to PRINTERS' INK the broad statement that he could sell absolutely anything in his stores. Nevertheless step into one of his establishments and you don't need to read any sign or have anybody tell you that it is a drug store. Its identity is clean cut and outstanding. Everything you see in the store—and you see a great deal—belongs there. It does not in any way offend you or lessen in your mind the druggist's standing as such.

It is not a difficult matter, after

all, to offer to each type of retailer the kind of side lines best suited to him.

The grocer's main offerings are things to eat. These turn rapidly but do not leave a sufficient gross profit. His problem can be met by getting him to sell items that fit in naturally and logically with a staple grocery stock. He sells both. Therefore why can he not sell the dishes on which to serve the food and the utensils with which to cook it? He sells laundry soap. It doesn't detract at all from his standing as a grocer for him to sell the things to use the soap with—tubs, wringers, clothes baskets, clothes pins, clothes lines and even washing machines. There are literally hundreds of items outside his regular line that the grocer can sell and that some grocers do sell.

The furniture man sells dining tables. Why can he not sell the china to go on those tables and also linen? The china in this case would naturally be better than that offered by the grocer. He sells beds. Why should he not sell blankets, sheets and pillows? In short, what is there to prevent the furniture man from becoming a general dealer in house furnishings—goods to fill the needs of every department in the home?

The hardware man can also become pretty much a house furnishing goods dealer. His main complaint and principal source of weakness is in the fact that not enough women buy from him. This can be remedied by the addition of a sufficient line of home goods, his stock of which naturally would lay particular emphasis upon kitchen requirements.

It will be too bad if the manufacturer does not at this juncture devote some real thought to the side-line proposition. It is what the retailer needs and what he wants.

To get the thing over in a big way, it is necessary to have a close knowledge of the retailer and his problems. This cannot be too intimate. It should not be second hand. The manufacturer will gain big dividends upon any extra

money he spends in actually studying the retailer in his store and learning real things about him.

ADVERTISED SIDE LINES BEST SELLERS

And then it must be remembered that the side lines that move the quickest are nationally advertised items. One chain-store druggist says hereafter he will not take on an item, no matter how meritorious, unless it is advertised by the manufacturer. He says the non-advertised lines drag and interfere with his turnover. This is a point of primary importance in the side line business.

It is the universal experience of chain-store managements that nationally advertised brands go better than those depending on local conditions. The individual retailer can profit on exactly the same principle.

National advertising can change and regulate people's buying habits and also establish buying customs. People have been taught that in certain stores they can find certain things. In France when a man wants a safety razor, blades, soap or any other article in the shaving accessories line he goes to a barber shop for it. In America he goes to a drug store. The whole thing is a matter of custom.

If Mr. Whelan decided there was enough profit in shaving soap and similar things for him to go after the sale of them in a worth while way, he could arrange for some branded lines and advertise in such a way that his selling success would be assured. Without a doubt there are many items of merchandise used by men that could be sold with the utmost propriety in the United Cigar Stores without any detriment to the store's standing and identity. Some would catch right on despite buying customs. Others would be sure to drag. The drag would be easy to understand by remembering that in buying as in many other things people are creatures of habit. The thing to do then would be to advertise that these things could be found in the United Cigar Stores, and this ad-

vertising would operate in the direction of changing buying habits.

A great chain-store organization can firmly establish an article overnight if it wants to. Suppose some meritorious but unheard of article is produced. An organization like Woolworth's can stock it and then put on a national campaign advertising it. In this way a perfect distribution is got and the thing goes over in a rush.

Such a combined campaign is practically one hundred per cent effective from the beginning because it does not have to buck up against dealer resistance. Keep on advertising in a consumer way and eventually the dealer in self defense has to stock the article. But get him enthusiastically lined up in its favor in advance. Then let the national advertising work with him and for him and the thing is done.

Of course every national advertising campaign involving the dealer has to be planned on the basis of getting dealer co-operation. Much of this is got in advance but the greater part of it comes after the demand for the article is created.

If the United Cigar Stores started out to put over an article in a national way, and to break down the buying habits of men to the extent that they would buy the article in a cigar store, dealer resistance would not have to be reckoned with at all. Any national advertiser could count his chickens before the eggs were hatched if he knew that the very moment he started his campaign he would have lined up behind him eleven hundred high grade retailers who would handle the article exactly as he told them to. What could be better?

When you get right down to the bottom of the side line proposition either in the independent or the chain store, you inevitably find that national advertising has a great deal to do with it. Things will go over quicker in a chain store because of a highly efficient selling organization, and an absolute lack of resistance. That's about the only difference.

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Send for copy of reprint from Advertising Age entitled "Saturday Evening Issues Great Pullers," and read what houses like Marshall Field & Co., Strawbridge & Clothier, N. Snellenburg & Co., Lit Brothers, J. E. Caldwell & Co., B. F. Deween, J. G. Darlington & Co., Oppenheim, Collins & Co., Goodrich Tires, Kellogg's, Moxley and Jelke Butterine, and others do on Saturday evening.

Philadelphia

The third largest market in the U. S.

PEOPLE SAVING MORE

**Deposits in Philadelphia Gained
\$20,950,878 During 1919—New
High Record**

That the thrift campaign in Philadelphia has borne fruit was shown today by official reports of the four largest savings funds in the city. These told of a gain of \$20,950,878 in deposits in the twelve months ended January 1. All records were eclipsed both in total deposits and number of depositors. The former reached \$236,943,663; the latter, 424,846. A year ago the number of depositors was 417,784, making a gain in 1919 of 11,061. Based on these returns the average deposit was \$631.06.

Officials of the savings fund societies attributed the piling up of deposits to big earnings of the working classes and in no small part to money saved that formerly went for drink.

Prosperity is the keynote in Philadelphia.

If you want a quick market for anything that can be used in Philadelphia's 400,000 homes, either on the table for food or to meet the needs of man, woman and child, here's your market, and now's the time to enter it.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

The daily circulation of the Bulletin is larger than that of any other daily or Sunday newspaper published in the State of Pennsylvania, and is the second largest in the United States.

December
circulation **457,569** Copies
a day.

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon, or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The people

of Toledo (263,000 population) and all parts of Northwestern Ohio, Eastern Indiana and Southeastern Michigan

who read the ads

and are particularly susceptible to the influence of newspaper advertising are regular readers of *The Toledo News-Bee*. They read the ads

and buy from them

The modern idea in advertising is to advertise *direct to the consumer*. Thru no other medium or combination of mediums can the national advertiser so easily dominate this responsive territory. Over 400,000 readers daily

are reached by The Toledo News-Bee

This has been proved to the entire satisfaction of hundreds of shrewd buyers of advertising space—national and local.

Toledo News-Bee

THE SCRIPPS NEWSPAPERS
Foreign Advertising Department
Union National Bank Building
Cleveland, Ohio

New York Office
Marbridge Building

Chicago Office
First Nat. Bank Bldg.



There are twenty-two *Scripps Newspapers*, located in cities having a total combined population of five million. *Scripps Newspapers* are read by practically one million American families.

Space may be contracted for in each paper separately, or in groups—such as the “Ohio group,” the “Southern group,” the “Pacific group.”

For statistics and other information, write to-day to

Scripps Newspapers

Foreign Advertising Department
Union National Bank Building
Cleveland, Ohio

New York Office Marbridge Building

Akron Press
Cleveland Press
Cincinnati Post
Columbus Citizen
Covington (Kentucky) Post
Dallas Dispatch
Denver Express
Des Moines News
Evansville Press
Houston Press
Los Angeles Record

Chicago Office First Nat. Bank Bldg.

Memphis Press
Oklahoma News
Portland (Ore.) News
Sacramento Star
San Diego Sun
San Francisco News
Seattle Star
Spokane Press
Terre Haute Post
Tacoma Times
Toledo News-Bee

Removing the Bushel

- from the light
- we find
- that the average savings account
- of the half million families in Brooklyn
- is 220% greater
- than the average of the U. S. A.

Which means

- that the practical advertiser
- who goes directly for the Brooklyn market
- and, like the successful local merchants,
- uses

The Brooklyn Eagle

Dominant in Brooklyn

- reaches the "able-to-buy"
- not just the "like-to-buy."

No confidential rates—no subterfuge—1919 advertising record of 11,445,058 lines exceeded only by the Times and the World among the sixteen New York papers.

A. B. C. Member

O'MARA & ORMSBEE, Foreign Representatives

Carthage Must Be Destroyed

It All Depends on Your Definition of Lazy Copy

By P. K. Marsh

ROUND I. Kid Marsh advanced to the centre of the ring, plainly intent upon forcing the fighting. His opponent, only billed as the "Unknown Vet," waited at ease. After shaking hands, the Kid led off with short jab to the ribs in the style of Alec Pope, the English pro, and followed with a right-handed Wordsworthian upper-cut. The Unknown swung a Roman jolt to the chin. They clinched, the Unknown making use of Biblical and Lincolnian tactics. The in-fighting was fast, furious and ineffective. Drawing free, the Kid unleashed a terrific hay-maker taught him by Old Man Specific. If the Vet felt it, he showed no sign. Letting loose the terrific jolt which he calls his "trained seal wallop," he landed with full force on the Kid's body just above the belt. The Kid doesn't remember anything more about that round. He sank to the floor and only the bell saved him.

ROUND II. This is it.

"Carthage must be destroyed."

"Dull words have often brought action," writes Mr. X. "A constant repetition of those four words sunk into the consciousness of the Roman people and they eventually went after Carthage and destroyed it."

Not by a damsite!

Dull, simple words they are, in very sooth, as my critic accurately points out.

They never remade a hemisphere.

"Carthage must be destroyed" has never accomplished more than to bore an already-weary class of English-speaking youth to whom they carry not the slightest spark of thrill. Delivered in Parliament or Congress, they would have failed.

But ask a Latin scholar to speak them in sonorous Latin.

Let him roll them forth deeply

and slowly, giving full play to the carefully-studied rhythm.

"Carthago delenda est" remade a hemisphere.

"Car-THAG-o day-LEN-da est!"

I submit that that is real, professional copy.

Secondly, I can't class Lincoln's Gettysburg Address and the Sermon on the Mount, as Mr. X does, as "Lazy Copy." When every word carries the very maximum of meaning and sentiment certainly it cannot be labeled "lazy." Let an average advertising writer tackle the Gettysburg Address and Mr. X would have to admit that the re-draft displayed a pitiable inability to condense the power and appeal of that message even into twice the original number of words.

Now, let's return to purely advertising matters.

STICK TO THE ARGUMENT!

I believe I state it fairly when I summarize the reply to "Lazy Copy" as a statement that simple, sincere copy, free of brilliance but filled with common sense and homely phrases, is the "Open Sesame" to advertising success. "Surely," writes Mr. X, "the mail-order houses know what kind of advertising produces the best results. Would Mr. Marsh sweep away their catalogues?"

Obviously he is right.

They have accurately measured what kind of copy produces the best results—in catalogues—which are read by people when in a shopping frame of mind.

All of which is quite beside the point, since I definitely stated that my sole object was copy in magazines of a million and two million circulation.

Interlard between the pages of a mail-order catalogue the unconventionality of Ring Lardner (or, if it is issued by a cloak house,

sandwich in an illustrated interview with Mrs. Vernon Castle on her pet monkey or some more recent sensation) and I doubt whether Mr. X's readers could be so easily concentrated on "dull words which have so often brought action."

I delve into an Abercrombie & Fitch catalogue in one frame of mind and read "The Gorgeous Girl" in the *Saturday Evening Post* in an utterly different mental state.

Unfairly, perhaps, I sought counsel on the discussion.

I asked an active agency executive to read Mr. X's reply.

MOVING FAST, THESE DAYS

His comment is interesting and, I believe, pertinent.

"Tempora mutantur," he began, "and methods must change also. Probably Mr. X wrote copy in the days when periodicals carried fifty pages of advertising instead of 100. In those days a campaign which printed in each ad an exact half-tone of the article, a few major sales-arguments or a mere slogan and a request for inquiries could usually bring home enough bacon to satisfy the advertiser. Not any more! There's too much competition for public attention. Furthermore, advertisers are educated to the fact that quicker results are possible—they won't wait patiently through the long, slow pull. Advertisers and agencies know more about the human memory. We would soon lose our clients if we counseled them to employ old-style, jog-trot methods.

"Our three most striking successes of the past year," he continued, "illustrate this perfectly. In the first we coined an adjective to describe an article, featured the new word dominantly in the advertising and overloaded a factory which had never been filled by five long years of advertising built around the previous commonplace but utterly accurate word. In the second we lifted a company out of a rut of disbelief in advertising by a campaign based on illustrations often wholly irrelevant to the product. Under these we used striking captions which also ne-

glected to mention the product or its uses. Not until you read to the last paragraph could you get the slightest bit of direct argument. Ten years of careful advertising along accepted lines had failed to show them as much convincing proof of the power of advertising as six months of the 1919 plan.

"Then, take the third campaign—which ran, by the way, in publications of a matter-of-fact, 'strictly-business' type. We succeeded in developing the first successful campaign in that company's history by the tradition-wrecking experiment of a series of general-business sermons written in a free-and-easy semi-slangy form. In these we only mentioned the concern's products in the closing paragraph which tied the 'moral' to the sermon. So I can't agree with the ex-copy man. Certainly our records go to prove very definitely that results are far quicker when we break away from the commonplace and tie our merchandise to live and novel copy-ideas."

That isn't the comment of an amateur Ultimate Consumer, standing on the sidelines and registering merely his personal reaction to advertising as I was doing in "Lazy Copy."

It is that man's job to understand me better than I do and bend me to his will. He must keep his ear to the ground on which I walk and forecast my mental trends or his income suffers. It is no particular compliment to me to have him prove that I am so closely patterned to the ordinary, every-day run of humanity that I like what the other millions like but evidently it is the sad and bromidic truth. And I had always believed myself at least a few degrees above the average intellectual level.

Yet Mr. X and I agree closely in many details.

When it comes to "jazz," Mr. X and I are in perfect accord; therefore, it was the most unkind cut of all when he accused me of a desire to have "Carthage must be destroyed" rewritten in "zippy, jazzy and clever form." Please

recall that I wrote "By all means avoid lazy copy, but, in your commendable desire for verbal energy, don't plunge into bombast, grotesque word-antics and frenzied misuse of words."

And now, in closing, let us dig into history and examine some of the catch-phrases which have influenced our American public somewhat in the manner that "Carthago delenda est" moved the Roman senate.

Harrison was helped up his first step into the presidential chair not by the simple phrase "Elect Tyler and Harrison." Not a bit of it. The ringing campaign-cry "Tippecanoe and Tyler, too," turned the trick.

Conklin's nominating speech for Blaine made the statesman from Maine the "Plumed Knight" of the nation until his antagonists swept him to defeat by the publication of four alliterative words which they claimed to quote from his lips—"Rum, Romanism and Rebellion."

McKinley's managers didn't tell

the country that "Working men will have plenty to eat." It was the imaginative touch in "The Full Dinner-Pail" which overwhelmed the less easily understood slogans of the opposition—"Free Silver" and "16 to 1."

"No taxation without representation," "Fifty-four-forty or fight," "My hat is in the ring," are rallying cries which have swept the public fancy. To tickle the ear and stir the pulse, one employs rhyme, one alliteration and one a winning simile. Not one is humdrum, lacklustre or lazy. Not one is worded normally as the thought first took form. Not one has the "unadorned simplicity" for which Mr. X asks. Not one is "unpretentious"—in fact, they almost trespass into the forbidden land of "phrase-juggling." Not one is aided by the glamour of association. Each was a political advertisement, manufactured with malice aforethought by an individual who knew, with Mr. X, that "the most commonplace statements in the world, if they are repeated

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

often enough, will start people on a train of thought" but refused to endure the tedious, uncertain period of waiting until an unappealing phrase had been "repeated often enough." So each took the Machiavellian short-cut of brilliant wording and insured fast and furious repetition by word of mouth.

And now back to my knitting.

At the risk of being tedious beyond excuse I quote again from "Lazy Copy."

"Lazy Copy, in my estimation, is the most expensive fault in modern advertising."

I still stand by my statement.

Let those who will plod slowly on their way, by costly reiteration, drumming unwelcomely their prosaic message into my unreceptive brain. If you want my consumer-dollars and want them *quick*, print a message which I will actually be glad to read. Let it have a tang of novelty, a flavor of enthusiasm and a spice of originality.

And don't let "ten low words oft creep in one dull line."

Arthur J. Palmer With Sherman & Bryan

Arthur J. Palmer, for the past two years advertising manager of Thomas A. Edison, Inc., Orange, N. J., will become associated with Sherman & Bryan, Inc., New York, advertising agency, on February 16. He will be general supervisor of copy and co-ordinator of the functions of the various production departments.

For ten years Mr. Palmer was with the American Press Association and after that was advertising manager of the Montague Mailing Machinery Company.

National Spark Plug's Activity

The National Spark Plug Company of Rockford, Ill., is planning an advertising campaign in the territory around Chicago and New York, using one newspaper in a town. Space also will be used in New York and Chicago newspapers. The copy is being placed by the Breytapaak Agency of Chicago.

American Kardex Co. Appoints Agency

The Campbell-Ewald Company, Inc., Detroit, has secured the advertising account of the American Kardex Company, Tonawanda, N. Y. A national advertising will be conducted, as well as direct-mail work.

Advertising Staff Changes of McGraw-Hill Co.

The advertising service department of the McGraw-Hill Company, Inc., New York, has obtained the services of W. M. Spears, F. L. Molanphy, and W. B. Spooner, Jr. Mr. Spears has been made copy man in the mining division, dealing chiefly with *Coal Age*; Mr. Molanphy is a member of the *Engineering News-Record* division; and Mr. Spooner has been made a copy man in the *Chemical and Metallurgical Engineering* division.

This organization has recently made Dave Cameron, who has been a salesman in the Cleveland territory, for *Electric Railway Journal*, assistant business manager of that publication.

Arthur F. King, formerly advertising manager of the Marion Steam Shovel Co., has been made Middle West representative, at Cleveland, of *Engineering and Mining Journal*.

A. P. Hirose, who has been a member of the editorial staff of *Electrical World* and *Electrical Merchandising*, has been made assistant to C. M. Lindsay, of the advertising department of those two publications, and *Journal of Electricity*.

Olds, Goldwyn Ad Manager; Thompson Has Account

Nat Olds, for five years director of advertising for Julius Kayser & Co., New York, has been made director of advertising and publicity of the Goldwyn Pictures Company and the Goldwyn Distributing Corporation, New York.

Ralph Block, who preceded Mr. Olds as director of advertising and publicity at the Goldwyn organizations, is leaving for London where he will establish headquarters for the distribution of Goldwyn pictures in the British Isles. Mr. Block will also be in charge of advertising and publicity in the British Isles for the Goldwyn organizations.

The advertising accounts of the Goldwyn organizations have recently been put in the hands of the J. Walter Thompson Company, Inc., New York.

To Advertise Oshkosh Motor Trucks

The Oshkosh Motor Truck Mfg. Co., Oshkosh, Wis., will start an advertising campaign next month in trade publications, vocational magazines and farm papers. The advertising is handled by the Chas. H. Touzalin Agency, Chicago.

Charles F. Abbott With National Aniline Co.

Charles F. Abbott, for five years, director of sales of The Celluloid Co., New York, has resigned, effective February 15. After that date he will be with the National Aniline & Chemical Company, New York.



Was Franklin Right ?

Benjamin Franklin writing from Paris to his nephew in Philadelphia said—"and as you will before that time have come to believe it is a very decent warrant of stability to serve one thing faithfully for a quarter of a century."

THE PEOPLE'S HOME JOURNAL is now in its thirty-fifth year of continuously serving faithfully the best reading needs of the American home as seen and charted by its founder, F. M. Lupton.

Thirty-five years is not a great age when compared with the pyramids but is, as Franklin said—"a very decent warrant of stability."

The People's Home Journal NEW YORK

For 35 Years the Magazine for Every Member of the Family

A Quiet Morn-
ing at the Oak-
land Cal., Ferry



The electric railways are *always* good buyers

An industry which serves, on an average of 150 times a year, each man, woman and child in the nation, as do our electric railways, must always be a big buyer. Its plants and equipment *must* be kept in operation whether fares increase or not.

One week's report* of purchases in the electric railway field shows such items as 10,000 tons of steel rails in Detroit, a 15,000 k.w.

*In addition to the figures already available on these 25 representative products, the McGraw-Hill Business Research Bureau is prepared to undertake market investigations for any manufacturer who thinks his products can be used by electric railways.

This service will be rendered to any manufacturer or his advertising agent, who will address a letter to the Business Manager of the *Electric Railway Journal*.

turbine in New Orleans, \$500,000 worth of new cars and \$300,000 for new power house equipment in Washington.

Sky-rocketing of costs during war time against practically fixed income made it essential for executives of the electric railway systems to buy with greater judgment. These men are giving more and more attention to even the smallest details of purchasing. Never before has so much consideration been given to the selection of exactly the right material or equipment to give the best service. Each item must undergo the closest scrutiny; the best and latest information is welcomed and will be studied before a decision is made.

And it is the *Electric Railway Journal* which carries this information, through its editorial and advertising pages, to the executives who control 98 per cent of all cars and 99 per cent of all existing mileage in this country—by actual count.

Electric Railway Journal

Member A. B. C.

One of the Eleven Mc-Graw Hill Publications

Tenth Avenue at 36th Street
New York

The Annual Maintenance Number of *Electric Railway Journal* will be issued March 20, 1920. Forms close March 10, 1920.

Death of William Woodhead, Ex-President A. A. C. of W.

Former Publisher of *Sunset Magazine* Meets Death in Chicago

WILLIAM WOODHEAD, twice president of the Associated Advertising Clubs of the World, died at Chicago in his 52nd year of heart disease on January 27th.

The mark of his labor as president of the Associated Advertising Clubs is now left in the name which that organization bears. When Mr. Woodhead took hold of the presidency his efforts were centred on a plan to make the organization then known to the Associated Advertising Clubs of America worldwide. At the Toronto convention in 1914 Mr. Woodhead outlined the necessity of a worldwide scope of action, and the name of the organization became the Associated Advertising Clubs of the World.

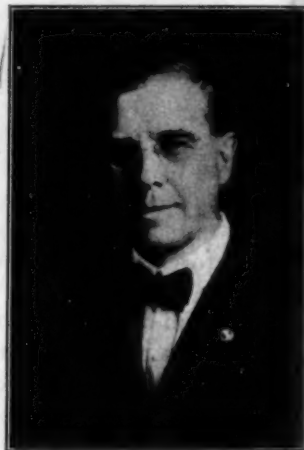
It was at the Toronto convention that Mr. Woodhead was re-elected president of the Association, as described in **PRINTERS' INK** of July 2, 1914, "by acclamation amid a rare demonstration of popularity."

Mr. Woodhead was born in Bradford, England, on May 8, 1868. He came to the United States in 1886. For some time he was engaged in insurance work. In 1906 he became identified with *Sunset Magazine*, San Francisco, first published by the Southern Pacific Railroad in 1898. This magazine at that time pretended to be no more than a house-organ published by the railroad to exploit the country contributory to its route. Shortly after Mr. Woodhead's association with the publication he was made business manager.

In 1912, as business manager, he negotiated the purchase of the *Pacific Monthly*. This publication was consolidated with *Sunset* under the title of *Sunset, the Pacific Monthly*.

In 1914 Mr. Woodhead purchased *Sunset Magazine*, the name

it then had, and organized Woodhead, Field & Co., publishers. He remained with the *Sunset Magazine* until 1917, when he became a member of the Hearst organization. He was first in charge of the *American Weekly Magazine*, and later became assistant pub-



THE LATE WILLIAM WOODHEAD

lisher of the Chicago *Examiner*, now the *Herald and Examiner*. In 1919 he became director of publicity of the Sperry & Hutchinson Company, New York, remaining with the organization until the time of his death.

A memorial service will be held within a short time under the direction of the Associated Clubs of the World at the New York Advertising Club. Mr. Woodhead's funeral took place at New York last Saturday.

C. L. Reiersen, who has been first vice-president, in charge of sales and advertising of the Remington Arms-Union Metallic Cartridge Co., New York, has been made president of that organization.

Try it out in Representative Milwaukee

17 FIRSTS

In seventeen classifications of advertising published by the Milwaukee papers during 1919, The Journal printed more lines than any other Milwaukee paper.

The Journal printed over twice as many lines as any other Milwaukee paper, in each of the following classifications:

BUILDING MATERIAL
FOOD PRODUCTS and
BEVERAGES
FURNITURE STORES
SHOES
CLASSIFIED

JEWELRY
MEN'S WEAR
MISCELLANEOUS
MOTORCYCLES and
BICYCLES
WOMEN'S WEAR

During 1919, The Journal gained 4,754,328 lines of paid advertising in all classifications. This gain is more than half the total lineage of the second paper and almost equal to the third paper's total lineage. The Journal gained more lines than any other Milwaukee paper by 1,884,287.

This all-year gain is due to all-year results, and the four out of every five English speaking persons in Milwaukee who read The Journal seven days a week.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

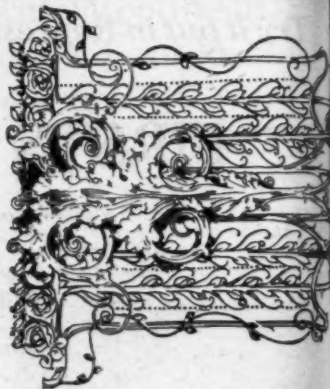
O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

The Magazine of a Remade World



RED BOOK MAGAZINE has been for centuries the most powerful influence upon the thought and conduct of men and women, as it is the sole literary form of universal appeal.

Nathaniel Hawthorne's story, "The Scarlet Letter," to cite but a single instance, lighted a flame of human compassion in the breasts of our New England ancestors, and played a vital part in obliterating the essential cruelties of Puritanism in America.

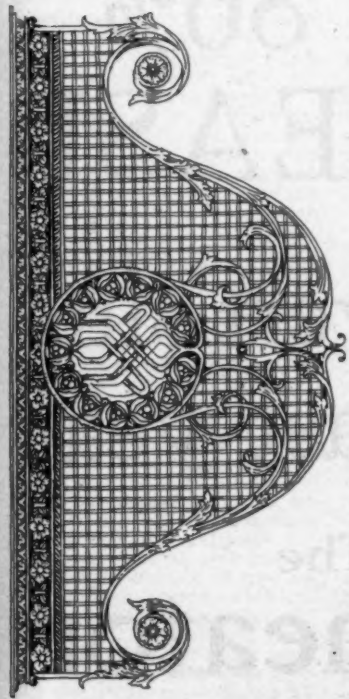
This and other stories exerted a positive influence on the social and economic conditions of their time, just as the stories of our day which appear in THE RED BOOK MAGAZINE point for this generation the way that America is going—and must go.

THE RED BOOK MAGAZINE is being conducted with

ingontime.

the way that America is going—and must go.

THE RED BOOK MAGAZINE is being conducted with
promptness.



THE RED BOOK MAGAZINE

More than 700,000 copies monthly
At all News Stands

-and February
continues with

AN 86%
INCREASE

in advertising
over last year

The
Delineator

What Is a Trade-Mark?

An A. B. C. of Trade-Mark Registration That Should Be at the Mental Finger Tips of Every Advertiser

By Roy W. Johnson

A QUITE appropriate title for this article would be "Old Stuff." There isn't a blessed thing in it that hasn't been published in *PRINTERS' INK* before, and some of it has been printed time after time. You can get from the Research Department a neatly typed list of citations referring to articles which have appeared during the past ten years, in which this selfsame information has been set forth from all sorts of angles. You can—but you probably won't, go to that trouble if you happen to need the information. For the concern which really needs it, doesn't appreciate that it is of any importance.

It happens to be of great importance, however, and especially so just now when the increasing volume of advertising has led and is leading to the adoption of all sorts of new trade-marks. I say "all sorts" advisedly. The Patent Office is deluged with applications for registration, and the anonymous gentlemen whose initials appear on the foolscap which is adorned with the facsimile signature of the Commissioner of Patents could tell you something of how many "sorts" there are. "Everybody's doing it," in a manner of speaking, and some of my good friends in the legal profession are looking forward to the future in fond anticipation.

So, although nothing in this article is a bit truer than it was ten years ago—or fifty years ago, for that matter—and all of it has attained to the blessing of type before, it seems worth while to gather it together in one place and let go of it. It will reach some, no doubt, who never heard of it before, and more who know it so well that they have forgotten all about it.

In the first place, *what is a trade-mark?* (Chorus of "how

can he get away with that stuff?")

"What is a trade-mark? Why everybody knows that. A trade-mark is an advertising—" Whoa! A trade-mark isn't an advertising anything. Trade-marks are often advertised, and they are frequently designed by men who make advertising their business, but a trade-mark has nothing more to do with advertising than shoes, or breakfast food. Failure to appreciate that fact is responsible for more expensive mistakes in connection with trade-marks than any other one thing. Trade-marks existed long before advertising was thought of, and they would go on quite undisturbed if advertising were prohibited by constitutional amendment and advertising agents could look back upon a sad sixteenth of their own.

SIMPLE, BUT MIGHTY IMPORTANT

A trade-mark is a symbol, attached to the goods, which indicates their origin. That is really all there is to the definition of a trade-mark.

But a symbol attached to the goods which indicates origin may have practical effects which are good, bad or indifferent. So we shall be obliged to qualify our definition a bit, and make it tell us what a good trade-mark is. A good trade-mark is a symbol, attached to the goods, which indicates their origin, and which is capable of being exclusively appropriated for that purpose.

You can vary the phraseology as you please, but you won't get a definition of a good trade-mark until you have covered those three main points: it must denote origin; it must be attached to the goods; and it must be capable of being exclusively appropriated for that purpose.

Now I have already hinted that most of the difficulties with trade-

marks are due to the notion that a trade-mark is an advertising device, or in some way indissolubly connected with advertising. This arises from the fact that the functions of a trade-mark and those of an advertising device are quite distinct. The purpose of advertising is to recommend the goods, to describe them, to adorn them with attributes; while the purpose of a trade-mark is simply and solely to identify them so clearly as to avoid all danger of confusion. Let us see what happens when these purposes are not clearly distinguished.

Here's a manufacturer of dresses. He wants to indicate that his line is something apart from every other line of dresses, and at the same time he wants to dignify it and raise its standing in the public estimation. Both purposes are important, but they are not identical. Not appreciating that fact, however, he hits upon the word "Graceful" as an entirely appropriate trade-mark. He has an artist draw up a slug in distinctive lettering which is forceful and pleasing to the eye, orders some woven labels, and there you are.

As an advertising device, his mark may be excellent. It may be attractive and easily recognizable. It may stand out more forcibly than anything else on the page. But as a trade-mark, it is a delusion and a snare, because he cannot exclude any other manufacturer from the use of it as a descriptive adjective. True, he can possibly prevent their use of it in lettering which imitates his distinctive type (after a more or less expensive lawsuit), but he cannot prevent its use in plain text matter, nor its use orally. It is a word which is necessary in order to describe the attributes of garments such as his, and he has no right to prevent anyone else from using it.

Just imagine for a moment what would happen if it were permitted. All the descriptive adjectives which could be applied to dresses would be appropriated in the course of a few years at most, and

the poor manufacturer who wanted to go into the business would have to invent a new language in order to tell what he had for sale!

So it has become a settled principle that the man who adopts a descriptive word or phrase as a trade-mark will not be protected in the exclusive use of it except under extraordinary conditions which need not be discussed in this place. The word or phrase which has the most advertising value is likely to prove the very worst possible choice for a trade-mark, and it is the emphasis upon advertising value which leads to many trade-mark catastrophes.

DANGER IN GEOGRAPHICAL NAMES

Much the same is true of geographical names and family names, both of which are still sometimes adopted as trade-marks. It looks like a fine recommendation to say that a line of rubber goods is made in Akron, or an automobile specialty in Detroit—and so it is, from the advertising point of view. But here again, every manufacturer in Akron or Detroit has the right to say that his goods are made there, and to stamp his address upon his goods. This ought to be so obvious as to require no emphasis whatever, yet every once in a while the geographical trade-mark crops up.

And as for family names, the Rogerses who have felt that they had a heaven-sent mission to go into the silverware business are legion; and the Bakers whom the cosmic urge has driven into the chocolate business are as the sands of the sea. But does this deter Messrs. Smith and Jones from placing their immortal names upon their products? Alas, it does not.

Advertising again. Smith or Jones may have a genuine and most enviable reputation, and the advertising value of the name may be enormous. Under such conditions it is hard to resist the appeal of the family-name trade-mark. Sometimes, indeed, it cannot be resisted. The public may have already formed the habit of calling for Jones wrenches or Smith overalls. But unless that

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habit is so strong that it cannot be overcome without a great deal of effort and actual loss of trade, the family-name trade-mark is one of the best things in the world to let alone.

One more "don't," and we are through with the negative side of the matter. Don't adopt a deceptive trade-mark. Of course you wouldn't—but don't anyway. That is to say, don't put out a "Silk-worm" brand of mercerized cotton hosiery, or a "Maple Leaf" brand of corn syrup. The retiring gentlemen in the cloisters of the Patent Office have an unpleasant habit of disposing of such marks very promptly, and the atmosphere of a court room is likely to undergo a very sudden drop in temperature when one of them is placed on exhibition.

Oh, yes, there's one more. Don't attempt to adopt as a trade-mark any insignia of the United States, or any of the States, or the Red Cross, the American Legion, the Masonic Order, the Elks, the Odd Fellows, or any religious, benevolent or fraternal order whatsoever. No trade-mark of that character can be registered unless it has been in continuous use since February, 1895, and the attempt to use such a mark without registration might result in something disagreeable.

And now, to sum up the negative side as well as may be in a single sentence: Don't try to make the trade-mark advertise the goods, but make sure that it does identify the goods as separate and distinct from everything else in the world?

"But," someone objects, "many good trade-marks do have advertising value." So they do. But it is entirely subordinate to their value as trade-marks, and furthermore it is effective only by inference or suggestion. It is the cluster of ideas which group themselves about the mark—its connotation rather than its specific significance—which produce the advertising appeal. Take, for example, "Carnation" Milk and "Dove" Undermuslins. Both are excellent trade-marks, and both

have more or less advertising value. But that value is not in carnations and doves, but in the attributes of those objects which the words immediately call to mind. A carnation is sweet and fragrant; a dove is white and soft and a thing of grace. The suggestion is that the products have those same attributes, but it is only suggestion. You cannot assert it without becoming descriptive.

I cite those two marks with malice aforethought, because they are examples of what I think is the very best type of trade-mark. They are the names of objects common to everyday life, which are universally understood and universally recognized. "Carnation" is a little better than "Dove" for the reason that the pictorial representation of a carnation is unmistakable, while a picture of a dove alone might suggest some other kind of bird, or possibly merely "bird." But none the less, trade-marks as good as "Dove" are not exactly plentiful. And these marks have, in addition, the advertising appeal noted above.

Trade-marks of this type are best, I believe, for two main reasons: first, because they do not require the public to learn anything new, and second, because any attempt at imitation is pretty likely to be quite obvious. Furthermore there is little likelihood that the public will take the bit in its teeth and do something to your trade-mark that you don't want it to do.

But that is a phase of the subject which will have to be taken up in an article by itself.

Jay E. Mason Returns to McGraw-Hill Co.

Jay E. Mason, who in April, 1919, left the McGraw-Hill Company, Inc., New York, to become assistant sales manager and manager of field sales of the Blaw-Knox Company, Pittsburgh, has returned to the McGraw-Hill Company. He has been made sales manager of *Electric Railway Journal*, and manager of the advertising counselor's staff by the company. Before joining the Blaw-Knox organization Mr. Mason was Western manager of *Engineering News-Record*.

Additional Slogans Registered in the "Clearing House"

With This Instalment 700 Advertisers Have Entered Their Slogans

L. W. SWEET & CO., INC.
NEW YORK.

Editor of PRINTERS' INK:

'Tis not The Last Rose of Summer,
Nor yet the first violet of spring,
'Tis just a simple slogan
Whose praises I wish to sing.

"Buy To-day—Ten Months to Pay,"
'Tis the way the tune does go.
This tune has brought us many a friend
And has made us big to-day.

S. J. FRANK,
Advertising Manager.

MR. FRANK has taken a rather unusual method in submitting to the "clearing house" the slogan of L. W. Sweet & Co., jewelers, of New York. Few people would find in a slogan a source of poetic inspiration. PRINTERS' INK wishes to assure Mr. Frank that his efforts have not been in vain. "Buy To-day—Ten Months to Pay" has been duly entered in the slogan list.

If you have an advertised slogan, PRINTERS' INK would be glad to register it in the "Slogan Clearing House."

Adamite Gears Last for Years. Pitts-
burgh Iron & Steel Foundries Co.

American Way Is the Right Way
(The). American Slicing Machine Co.

Back of Your Bond Are the Necessi-
ties for the Advancement of Civilization.

Halsey, Stuart & Co. (Bond House).
Bakers Own Jobbing House (The).

Brooklyn Master Bakers' Purchasing
Ass'n.

Bends With Your Foot. Krohn Fech-
heimer Co. (Red Cross Shoe.)

Berth of a Nation (The). Green-
point Metallic Bed Co.

Big Little Town Store. Oyster,
Lumberport, W. Va.

Big Name in Clothes (The). Henry
Sonneborn & Co., Inc. (Styleplus
Clothes.)

Built for Business. Duplex Truck Co.
Built From the Road Up. Biltwell

Tire & Rubber Co.
Built on Bedrock. Johnson, Read &
Co. (Advertising.)

Built to Wear Without Repair. H.
Mueller Mfg. Co. (Plumbing fixtures.)

Change Work to Play Three Times a
Day. Standard Electric Stove Co.

Every Acason Is a Good Truck.
Acason Motor Truck Co.

Everything in Baltimore Revolves
Around the Sun. Baltimore Sun.

Everywhere On Everything. Glidden
Co. (Paints and varnishes.)

Famed for Flavor. Purity Oats Co.

Feeds and Seeds to Meet Your Needs.
Crabbs Taylor Reynolds Elevator Co.

For Higher Standards of Business
Management. L. V. Estes, Inc. (In-
dustrial Engineers.)

For Husky Throats. Stearn's Zymole
Trokeys.

Founded By Merchants for Mer-
chants. Merchants' National Bank of
New York.

French Face Powder Made In Amer-
ica (The). Jardin (Jardin de Rose.)

Full of Life. H. W. Buckbee. (Seeds.)
Gifts That Last. National Jewelers'
Publicity Ass'n.

Guard Your Time. Elgin National
Watch Co.

Individuality Graven Into Them.
Brunswick-Balke-Collender Co. (Phono-
graph Records.)

It Does the Work. Aetna Explosives Co.
It Whistles When It's Had Enough.
Automatic Safety Tire Valve Co.

Little Nurse for Little Ills (The).
Mentholatum Co.

Live Model Corset. Kabo Corset Co.
Long Bell—The Mark On Quality
Lumber. Long-Bell Lumber Co.

Mac-It Endurance—Your Best Insur-
ance. Strong, Carlisle & Hammond
Co. (Mac-It Screws.)

Makes a Better Motor—Keeps Your
Motor Better. Fred G. Clark Co. (Hy-
vis Motor Oil.)

Makes Housework Easier. Geo. W.
Blabon Co. (Linoleum, etc.)

Marvel of the Electrical Age (The).
National Carbon Co. (Columbia Dry
and Storage Batteries.)

Master-Craftsman-In-Steel. Van Dorn
Iron Works Co.

Miracle On Your Table (The). Na-
tional Cannery Association.

Most Salable Shoe In America To-
day (The). Krohn-Fechheimer Co.
(Red Cross Shoe.)

Motor's the Thing (The). Herschell.
Spillman Motor Co.

Nature's Water Softener. The Re-
finite Co. (Water Softeners.)

Not An Accessory, But a Necessity.
Brown Spring-Oiler Co.

Plants Like Human Hands. Hayes
Pump and Planter Co.

Put It Up to Men Who Know Your
Market. Federal Advertising Agency.

Ready to Use When the Last Nail
Is Driven. Crooks-Dittmar Co. (Oak
Flooring.)

Rival of the Clouds. The Refinite Co.
(Water Softeners.)

Scientific Lubricants for Scientific
Lubrication. Swan & Finch Co.

Sold Wherever the Sun Shines—
Used Wherever the Sun Sets. Herman
Kernahrens, Inc. (Dietz Lanterns.)

Sunshine of the Night (The). Cole-
man Lamp Co.

That Eyes May See Better and Far-
ther. Bausch & Lomb Optical Co.

To Greater Vision Through Optical
Science. Bausch & Lomb Optical Co.

The Real "Home" Market

What is the home market for Chicago merchandise?

In general, you would say the city of Chicago and surrounding territory.

Consider the phrase "home market" in relation to The Daily News. It takes on a specialized, specific meaning.

The Daily News home market consists of practically every worth-while home in Chicago.

The Daily News sells about 400,000 copies in Chicago and suburbs every day—and practically *every copy goes home*. This is over 100,000 more circulation in the home market than any other Chicago weekday paper.

Seven out of every *nine* persons in Chicago and suburbs who speak English depend upon The Daily News as their surest newspaper adviser, counselor and friend.

That's how The Daily News *covers* the Chicago home market.

Visualize this tremendous market of homes:—

The home circulation of The Daily News is greater than the combined number of homes in Milwaukee, Omaha, Louisville, St. Paul, Dayton, Toledo and Portland, Ore.

To cover the homes in those cities even partially you would have to use seven papers. The Daily News delivers the Chicago market, *complete*, and at one cost.

The "home market" in Chicago is The Daily News' circulation.

THE DAILY NEWS

First in Chicago

McCALL STREET



McCall Street Housewives Spend One Hundred and Fifty Million Dollars a Month

NEW YORK CITY has 6,000,000 people. If all the 1,500,000 homes on McCall Street were in one city its population would be 6,750,000.

Bigger by three quarters of a million than the biggest city in the world! What a striking picture of McCall Street—that busy, prosperous street, which would extend in a straight line from Boston to San Diego, with a house every 25 feet on each side of the road.

McCALL'S MAGAZINE

Circulation 1,500,000

-bigger than NEW YORK



If the million and a half families in which McCall's Magazine is read all lived on a single street—a home every 25 feet—the houses would line both sides of a roadway from Boston to San Diego

Three quarters of a million more people than New York, but without New York's extremes of wealth and poverty, without New York's congested tenement districts, without New York's thousands who do not read English.

Each one of the 1,500,000 housewives of McCall Street has her part in the spending of a hundred and fifty million dollars a month, for food and clothing and household requirements. And each one reads in McCall's the advertisements of the manufacturers who want the women of McCall Street to know about their goods.

THE MCCALL CO., 236-250 W. 37th St., N. Y.

CHICAGO SAN FRANCISCO BOSTON ATLANTA TORONTO

MCCALL'S

MAGAZINE

Circulation 1,500,000



Two Syrups Dominate

Forty-Eight Others Follow Way Behind

Of the 50 syrups on the Indianapolis market only these two have been year in year out newspaper advertisers



KARO SYRUP is in 98 per cent. of Indianapolis groceries. Pennant is in 66 per cent. There are 48 other syrups on the market. Only 15 of these 48 have distribution of more than 10 per cent.

The leadership of Karo and Pennant is even more pronounced in volume of sales than in distribution. Probably more Karo and Pennant is sold in Indianapolis than all other syrups combined.

It is the same old story. Year in, year out newspaper advertising has created a steady demand for these two brands.

*Send for "Food Advertising in the Indianapolis Radius"
Compiled by Merchandising Service Department of*

The Indianapolis News

First In America In 3c Evening Circulation

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

The American Boy Wants a Practical Toy

Maryland Concern Discovers This in Marketing a Chemical Toy, Which Has Gained National Distribution in Four Years

By C. P. Russell

THE American toy industry has within the last few years made great strides. It is steadily attaining size and power. Its present-day success is no doubt due in part to its better understanding of marketing conditions and of the juvenile public which it tries to reach.

There was a time when American toy makers were much under foreign influence. Many of them tried to pattern their product after European models. They thought that what was successful in Europe ought to be successful here. But in recent years the leaders in the industry have come to the conclusion that the American toy-buying public has several characteristics that are distinctly its own and that are in some cases widely different from the tastes that prevail in Europe.

The Yankee mind is intensely practical. It wants to know the reasons and uses for a thing. It wants to do things for itself so as to know the how and why. We are not, at bottom, an artistic or beauty-loving people, as are many of the European races, but a mechanical, engineering people. Our national turn of mind is distinctly utilitarian. Children are apt to partake of the characteristics of their elders, on the principle that "as the twig is bent so is the tree inclined." The American boy and girl, therefore, have the practical taste that distinguishes their forebears.

One of the business concerns that has recognized this truth about the American boy and girl is the Porter Chemical Company, whose business is the manufacture of a chemical toy. The Porter plant is located in Hagerstown, Md. Hagerstown is not a large city. It is not in the great

northeastern manufacturing area of the United States which is supposed to be so fertile in ideas. Nevertheless, it has successfully manufactured, advertised, and sold a product that now has national distribution.

This product, though called a "toy" for trade purposes, is not, strictly speaking, a toy at all, but an elementary course in a science. This science is chemistry. Chemistry, among most people, is regarded as rather abstruse. Off-hand, it might be said by a casual onlooker that a product outfit requiring the knowledge of chemical principles is not something that could be easily marketed among American children.

A TOY, AND SOMETHING MORE

But the experience of the Porter Chemical Company proves that it knew what it was about. The company has founded a very prosperous business on a chemical toy and has done it in virtually four years. It was successful almost from the first because it studied the field and had become convinced that the American lad demands a toy not so much because it is beautiful or entertaining, but because it is practical, because he can take a definite part in its operation, and because it arouses his imagination and stimulates his mind.

The Porter company markets four chemical outfits under the general name of "Chemcraft." These outfits sell at \$1.50, \$3, \$5 and \$10. In effect, they are miniature laboratories, fitted with the necessary materials and apparatus for performing harmless experiments and doing simple research. The \$10 outfit is a comparatively recent addition to the list. Ten dollars for a child's toy may seem

rather high to most people, but if there was any doubt in the minds of the firm at the time it decided on an outfit that would bring this figure, it was quickly removed, for the only difficulty about its sale last season was the firm's inability to keep abreast of its orders.

This discovery is in line with what a mail-order manager told

love it, if they were put in touch with it early enough. As soon as Mr. Porter satisfied himself, through tests, that he had something that would appeal to all boys, he placed it on the market. To obtain volume, he began to advertise.

This advertising now has four phases: Consumer advertising in juvenile publications and in magazines of the popular scientific variety; in business publications; direct-mail work among dealers; and the publication of a house-organ that goes direct to youthful chemistry "fans."

This little organ has the title of "The Chemcraft Chemist." Its subtitle is "The Official Organ of the Boys' Chemcraft Chemist Club." It appears monthly and has a subscription price of 50 cents per year. It goes to several thousand boys. For the company it serves a double purpose. It keeps alive the interest in Chemcraft, and serves as a medium through which the numerous ques-

tions asked by young amateur chemists may be answered. If it were not for the little magazine, the task of answering all of these assorted questions from all sorts of sources might prove to be a burdensome task.

In preparing the copy for consumer publications, the firm weighed the two alternative methods of reaching the juvenile public. One way is through the parents; the other is through appeal directly to the youthful consumer himself. The Porter company decided on the latter method. It fig-

CHEM-CRAFT
THE CHEMICAL OUTFIT

Be An Amateur Chemist and Perform Wonderful Chemical Experiments

Every boy—there opportunity—should learn something about chemistry; the science which tells us what all things are made of. You can learn the principles of chemistry and have a lot of fun too at the same time if you have a CHEM-CRAFT outfit. You can see how, where, and when other things you see every day; make them, make and help, the great things and small things, hundreds of other things and interesting chemical experiments that show you how chemistry is used in our industries. You can also

Mystify Your Friends With Chemical Magic

There are different colored liquids from the same matter of clear water; make colored chemical fire, change color in water, and water to wine, and the like of other amazing things of chemistry magic that you alone will understand. CHEM-CRAFT is the boy's own chemical laboratory. Each outfit is complete in itself and provides a large assortment of beautiful chemicals to you can perform every trick and experiment under the sun, and you can always get more chemicals, also all necessary laboratory apparatus and a Manual of Chemistry that is a real book on elementary chemistry. CHEM-CRAFT is a wonderfully complete outfit for a permanent chemical outfit, for all schools and colleges and endorsed by teachers and professors.

Get CHEM-CRAFT for Christmas—
A Gift for Every Boy

Set 1—\$1.00, Set 2—\$1.50, Set 3—\$2.00, Set 4—\$2.50

What are the prices? Set 1—\$1.00, Set 2—\$1.50, Set 3—\$2.00, Set 4—\$2.50. Each set includes a complete outfit of chemicals, apparatus, and a Manual of Chemistry. The price is for the outfit only. The shipping and handling charges are extra. The price is for the outfit only. The shipping and handling charges are extra.

THE PORTER CHEMICAL COMPANY
BOSTON, MASSACHUSETTS

ALLURING ADVERTISING, FROM SEVERAL ANGLES, IS THIS COPY DIRECTED TO THE BOY

a representative of PRINTERS' INK recently. "A few years ago," he said, "our biggest sellers were the \$5 articles, but during the last Christmas season the biggest demand was for items priced not under \$10."

It is interesting to note that the Chemcraft outfit was not an accidental discovery or a side line, but was a product of much thought on the part of a professional chemist who is now one of the heads of the Porter Chemical Company. He loves chemistry himself, and hence believed that boys would

ured that if you can get a boy interested in a thing, he will find means of acquiring it.

In preparing the advertising layouts and text, it was found that there are several methods of advertising to a boy, but that three of them are outstanding. First, there is the average boy's love of mystery. He likes nothing better than to be able to pose as a magician, thereby mystifying his friends and family, and placing himself in the limelight. The illustrations chosen for the advertisements were photographs of a boy chemical experimenter placed against the stage magician's favorite background of heavy black. Twilight played upon the boy's features and apparatus.

The text reads in part:

"Mystify your friends with chemical magic. Pour ten different colored liquids from the same pitcher of clear water; make colored chemical fire; change wine to water, and water to wine, and do lots of other amazing tricks of chemical magic that you alone will understand. Chemcraft is the boy's own chemical laboratory."

There followed the necessary assurance of safety in the following language:

"Each outfit is complete in itself. It contains a large assortment of harmless chemicals, so you can perform every trick and experiment many times, and you can always get more chemicals; also all necessary laboratory apparatus and a manual of instructions that is a text book on elementary chemistry. Chemcraft is scientifically correct; made by a professional chemist; used in schools and colleges and endorsed by teachers and professors."

The second element appealed to was the boy's tendency to imitate his elders. It is a matter of common observation that all boys, no matter how young, are inspired to do something that they have seen an adult doing. All boys have made up their minds some day to "be" something—a soldier, a sailor, a fireman, a policeman, or a circus clown.

Therefore, the Chemcraft advertising read:

"Make hundreds of amusing, interesting and instructive chemical experiments just like a real chemist. Test the things you eat, wear and use every day; make dyes, soap and ink; fireproof cloth and wood, find out how lots of things are made possible by chemistry. Amuse your friends with your knowledge of chemistry."

Thirdly, the company drew on the average boy's love of the "gang." At a certain period of his life, every boy unites with his fellows in some kind of club or band. He joins a make-believe band of pirates, helps form an imitation army of soldiers or unites with a "secret society." The Chemcraft advertising, therefore, said to the boy:

"When you get your outfit, you can join the Chemcraft Chemist Club and start a local chapter under your own name and get other boys into your own club. You will get the club magazine regularly, too."

As a result, the firm gets numerous boy letters of which the following is a specimen:

"I'd like to give you an account of the progress of our club. We now have a well-stocked laboratory and a fine club house built in the chief chemist's back yard."

"We have at present a membership of ten boys and three girls. We are trying to get the girls in the neighborhood interested in our club, and I believe we are succeeding."

"Our dues are 50 cents a month, and at present, we have in our treasury, \$7.50."

"We expect soon to hand in some experiments. Some of the junior members are about to buy some."

"Our club just had a chemical show, charging an admission of 3 cents and 5 cents. We made a net profit of 53 cents, which helps to fill the treasury."

"We advise other clubs to do this, because it is a good plan to make money."

"Yours truly,

"JOHN G. MILLER, Secy."

Knowing the average boy's faculty for imitation, it can be easily seen how one young customer in a community can be the means of making many others.

No effort is spared to make the use of Chemcraft as practical and informative as possible. Each outfit when it is received contains a collection of chemicals carefully numbered, but boys are encouraged to disregard these numbers as much as possible and even to rub them out, so that they may learn to use the real, scientific names. To the same end, a grand prize contest is held each year, open to all members of the Chemcraft Chemist Club, junior members, and all boy chemists. Six prizes, ranging from \$10 in cash down to \$1 worth of materials, are offered for the best and most unique chemical experiments. The details and results of each experiment are required to be written out on a sheet of paper. The degree of "Master Chemist" is awarded to all boys whose experiments are found to be exceptionally good.

Each boy who joins the Chemcraft Chemist Club pays yearly dues of 50 cents. And all are encouraged to establish chapters in their home towns and to get as many members as possible. As a result of this educational work, many boys have written to the company to say that because of their knowledge of the elementary principles of chemistry, gained through the use of the Chemcraft outfit, they were able to pass the chemical courses in high schools with the highest honors.

As previously remarked, it is the educational line which promises to give the most business to American toy manufacturers. It is the educational toy, also, which promises to give them a new outlet for their product. Heretofore, toys have been sold through the department stores in the big cities and in the variety stores of the smaller towns. The largest toy business has always been done in the holiday period previous to Christmas. Now the hardware trade is beginning to deal in toys

and is meeting with success. One of the largest jobbing houses in the West does an extensive business in toys and last year another big jobbing house in the East learned for the first time that hardware merchants were in a receptive mood toward them.

The establishment of toys in the hardware trade will not only give toy manufacturers a new and vigorous outlet, but will enable them to gain a year-round sale for articles that heretofore have been deemed suitable only for holiday sale. Toys, as a holiday line, have been caught in a sort of "blind circle." The consumer seldom tries to buy toys outside of the holiday season because he is under the impression that his retailer won't have them in stock. The retailer in turn does not stock them because he believes that the consumer will not demand them at any other time than previous to Christmas. And hitherto the jobber has been doubtful because he has observed the attitude of both retailer and consumer.

But the rise of the educational toy promises to change the situation. There is no reason why it should not be as good a seller at one time of the year as another. It is just as good a birthday as a Christmas gift. Once the hardware trade takes hold of the toy business, we may expect to see the toy industry occupy a leading place among American manufactures.

D. O. Skinner Leaves International Motor Co.

D. O. Skinner, for seven years advertising manager of the International Motor Company, New York, has resigned. Mr. Skinner has made no announcement as to his future work save that for a short time he will devote himself to the furtherance of his private affairs.

M. R. Davies Returns to Detroit

Maxton R. Davies, who in 1917 became vice-president and secretary of the Dunlap-Ward Advertising Company, Inc., Cleveland, coming to that agency from Detroit, has now returned to Detroit as vice-president of Seelye & Brown, Inc., advertising agency.

92% Gain

The February
number just is-
sued surpass-
ed last year's
record in ad-
vertising lines
by 92 Percent

Everybody's
Magazine

better paper better printing

S. D. WARREN COMPANY

BOSTON, MASS.



Printing Papers



*From
Christophe Plantin
to these men*

PRINTING is an art which is fostered by commerce. It is, nevertheless, an art, and the men who follow it are as proud of good work as Benjamin Franklin was when he printed with his own hands, from copper plates, the paper money for the Province of New Jersey.

Printing has thriven under the impetus which catalog and booklet advertising has given it. Better paper has also helped to make Better Printing possible, and so has the fact that Better Printing pays.

Whatever the reason why Better Printing pays, it *does* pay, just as better window dressing or better counter display or better finishing of any merchandise pays.

So, because we knew that Better Paper meant Better Printing, we standardized the manufacture of all grades of Warren printing papers which are now known as the Warren Standard Printing Papers.

These papers are sold on the basis of the better work they will enable the printer to do. Your printer wants to do better work. Examples of printing on Warren's Standard Printing Papers are to be seen in the Warren Service Pieces, Suggestion Books, and Brochures which the larger print shops have on exhibit. These books are also in the offices of the leading paper merchants, and in those clubs whose libraries are devoted to the examples and lore of printing.

S. D. WARREN COMPANY
BOSTON, MASS.

Warren's
STANDARD

Printing Papers

Advertising Campaign Proposed for South Africa

Leaders in Country's National Life
Seek Development of Tourist
Travel, Foreign Trade and Im-
migration — Acknowledged That
Appropriation Must Be Large to
Be Adequate

REPRESENTATIVES of advertising organizations, municipalities, chambers of commerce, and government departments, recently met in an "Overseas Advertising Conference" at Johannesburg, for the purpose of discussing ways and means of advertising South Africa. The purpose of the campaign would be to acquaint the world with the attractions of South Africa for the tourist, to obtain customers for her goods and products, and to encourage immigration.

Last year the sum of £10,000 was voted to the South African High Commissioner in London for the purpose of obtaining "publicity, advertising and exhibits of South African products." A promise of £35,000 additional was obtained from the Prime Minister.

Some delegates contended that these two sums would be insufficient for an adequate campaign which would include the United States and expressed hope that the total would be considerably augmented by subscriptions from public bodies and private firms throughout the South African Union. In the course of the conference it was pointed out that the manufacturers of Ulster have already subscribed £90,000 for the purpose of advertising Irish linen in the United States, and that the City of Manchester is spending large sums to bring the advantages of its ports to the notice of American shippers. However, it was agreed that £35,000 might be looked upon as a fair beginning.

It was urged that a permanent office be established in London for the purpose of directing overseas

advertising, with the hope that a larger appropriation would be obtainable each succeeding year. One delegate urged that it was very necessary that an expert be placed in charge of any advertising done in the United States, which suggestion was readily agreed to by A. H. Tatlow, publicity manager for the South African Government.

Counselor G. B. Steer, Mayor of Johannesburg, declared that the country's vast acreage in farmland and its extensive deposits of metals and minerals, as well as the country's great manufacturing possibilities, should be widely advertised.

Sir William Hoy, the chairman, declared that South Africa was not getting the attention it deserved, and that an advertising fund of £35,000, in these days of depreciated values, would not be sufficient to carry the message of South Africa's advantages to the world.

The conference finally voted unanimous approval of the proposed overseas campaign and recommended that it should take cognizance of the "travel attractions, and farming and general industrial possibilities of the Union."

It was recommended that a standing advisory committee be appointed composed of one representative from each of the ten principal cities of South Africa, which will meet at a later date to consider the data which the government proposes to place before the overseas public and the channels which may be profitably used.

E. N. Bunce, Ad Manager, "Christian Work"

The advertising department of *Christian Work*, New York, will be under the direction of Edward N. Bunce, who for a number of years has been in touch with the work of that department.

G. M. Forbes With Cohn, Rissman & Co.

George M. Forbes, formerly a member of the advertising and sales department of Alfred Decker & Cohn, Chicago, has been made advertising manager of Cohn, Rissman & Co., Chicago.



—— TO THE
FOUR CORNERS
OF THE EARTH.

AND TO
CORNER
AMERICA

WORLD WIDE

THE Exporter is no longer the exception. He is very much the rule. More and more with every day American manufacturers are going in for foreign trade—and foreign buyers are looking to American markets.

It is not a mere matter of shortages due to the war. It is bigger than that—a great deal bigger; and broader. It is a *natural* development.

Commercially the world is growing smaller.

Copenhagen is as convenient to New York today as Utica was a hundred years ago. Figured in hours Capetown, Sydney and Warsaw are nearer New York in 1920 than St. Louis, Cincinnati and Milwaukee were in 1830.

DRY GOODS

ECONOMIST

The WORLDWIDE ECONOMIST is a big idea—and more. It is a *natural* development. In five years it has become a big factor in export merchandising — and, because it is a big international force, it is a powerful national influence.

Eighteen thousand copies!

Three thousand copies to the big buyers and the big sellers of England, France, Russia, South Africa, Japan, China, and Latin America—and to every American Consular Agent.

Fifteen thousand copies to America's best retail merchants.

The Economist of February 21 is the Worldwide Retail Management and Systems number — of vital importance to merchants everywhere.

Forms close Saturday, February 14th.

ECONOMIST

Biggest—

It is the biggest store
in the world!

—more than a hundred
times as big as
Marshall Field's!

—and nearly two
hundred fifty times
as big as Gimbel's in
New York!

—and nearly three
hundred fifty times as
big as Filene's in
Boston!

—and five hundred
times as big as the
Emporium of San
Francisco!

It covers more than
6250 acres of floor
space!

It employs more
than eight hundred

thousand men and
women!

It serves a hundred
million people!

The Dry Goods
Economist Store!

The Dry Goods
Economist Store is
made up of more than
ten thousand stores.

The biggest and best
of America's Dry
Goods and Depart-
ment stores.

They are the BIG
Merchandising
powers in nearly three
thousand cities and
towns.

They do a business
of more than five bil-
lion dollars a year!

**Do you really know the
DRY GOODS ECONOMIST?**

DRY GOODS ECONOMIST
239 West 39th St.
New York.

* **97%**

of Dry Goods
and allied lines
are sold on the
recommendation
of the Retail
Merchant
In the eyes of
the Consumer
he is responsible

Using "Greenhorns" to Sell a Mechanical Product

How the Stewart Motor Corporation Has Built Up an Organization Composed Mostly of Dealers They Have Switched from Other Lines

By C. B. McCuaig

THIS is a merchandising story about a corporation which, as a rule, does not use the established dealers in its field, or in the words of the cigarette copy prefers to "roll its own," taking its material from other lines. One thing makes the story unusual. The line is a mechanical one, and we all know that ever since the first wheelbarrow was invented there has been a popular belief that the fellow who doesn't know something about machinery ought to keep his hands off.

When the Stewart Motor Corporation, Buffalo, N. Y., started business some seven years ago, the automobile trade was not as it is to-day. It was far from being as efficient and well organized, particularly in its facilities for selling motor trucks. The corporation tried for a while to sell its trucks through the "regular channels" as they then existed, but it soon got enough and to spare. Dealers would contract for, say, 300 trucks to be delivered during the year. They would sell perhaps ten. When the company went after them to make good on their contracts they would just throw up their hands. The phrase "scrap of paper" had not been coined at that time, but the same old spirit was right on the job.

So the Stewart people fixed upon a policy which they have held to ever since. They decided to build up their own dealer organization. If you do not think this was a big step, consider the fact that pretty nearly all the motor wisdom was in the heads of passenger-car dealers and their salesmen. Seven years ago, if you will recall, such things as rear axles, transmissions and all the rest of it, were mysteries to a lot

of citizens who now talk glibly about them.

How was the established dealer organization to be replaced?

REQUIRED OF A STEWART SALESMAN

The corporation went out literally into the highways and byways in its efforts to fill the gaps. First it built up a corps of district sales managers, each one of whom was given supervision over a certain territory. These men were hand-picked. The qualities for which they were chosen were not so much mechanical ability and knowledge of trucks as their general business and selling ability. T. R. Lippard, president of the company, outlined to me the qualities which the company requires first of all in these district managers, and incidentally the same rule is applied in choosing the dealers. Here are the essentials as he sees them:

Honesty. They must be men who will live up to every last word of an agreement with the company or its customers.

General Character. They must stand well in the community where they have lived.

Salesmanship. They must have the natural selling instinct, and experience in some line which develops it. They must know human nature, be quick to catch the other fellow's viewpoint.

Financial Responsibility. They must have enough capital successfully to finance an agency—usually from \$25,000 to \$100,000.

Never a word, you'll note, about mechanical training or experience in motor salesmanship. The truth is, they have little of the latter, to start in with. Here are a few of the former occupations of Stewart dealers: Two were successful horse dealers, two were

in the farm implement business, one was a liquor dealer who saw the writing on the wall, one ran a harness shop, one was a building contractor, one was head of a big machinery company, one was in the tire business, one was president of a small telephone company. I could go on and give the whole list, but these occupations give a fair idea of the types of men chosen. You will notice that with one exception I have named no line of business which would indicate the slightest mechanical trend on the part of the dealer.

The dealers are brought into the fold largely through the efforts of the district managers who act as scouts. They like to get men between forty and fifty years of age with ripened business judgment and experience, men who have been successful in some other line of business, but who see the advisability of making a change because of the greater opportunities in the motor truck field, or because altered conditions have killed all opportunity for expansion in their old lines.

When the district manager's recommendation comes to the home office the prospective dealer is rigidly investigated, not only as to his financial and moral standing, but as to whether or not he has the qualities which will enable him to grow into a truck salesman. Mr. Lippard believes that each new dealer he puts on represents an investment on the part of the company of upwards of \$5,000.

The next step in the making of a Stewart dealer is to bring the man to the factory. Here he is coached for two weeks by the president personally and by the sales manager. No attempt is made to give him a complete mechanical education in this length of time, but simply to show him with his own eyes how Stewart trucks are built, and to teach him how they should be sold.

How this is done would make a story in itself and to condense the system by which salesmen are made at the factory is unfair to

the system. All that can be said is that a complete sales plan has been worked out down to the smallest detail, and if the dealer can "be sold" on this plan to such an extent that he will follow it to the letter without working in too many of his own conflicting ideas experience shows that he will succeed. This is what the Stewart people call "working to the line," and they preach its importance at every opportunity.

EXPERIENCE TEACHES WORTH OF COMPANY'S SUGGESTIONS

Of course they often encounter new dealers who hold strong views on selling which are at variance with the standardized plan. In these cases the remedy is simple. They tell him frankly that he is wrong, warn him that he is making a mistake, then let him go ahead in his own way. In almost every case the dealer has admitted later that the company's judgment on the point at variance was right, and has changed his course accordingly.

Once a year at the New York auto show, the Stewart dealers get together and swap experience. At these conventions the new man becomes convinced that the standardized methods, based on the actual experience of hundreds of men who are selling trucks, are more likely to be right than his own personal views which have only the foundation of one man's experience in perhaps another line of business.

A basic point in the education of dealers is that they are not trained in automotive mechanics simply as such, but only in the mechanical things which have a direct bearing on selling. Instead of holding that every dealer should be a practical mechanic, the corporation takes the opposite view. It holds that salesmanship and engineering call for two different kinds of brain, and the man who combines them to a really highly developed state is so much the exception that he can be left out of the count. If information of a mechanical nature is sought it should come from an engineer, in-

In Hearsi's for January

HALL CAINE

CONAN DOYLE

M. MAETERLINCK

BERNARD SHAW

G. K. CHESTERTON

BLASCO IBANEZ

and many others

Hearsi's Magazine has more contributors listed in WHO'S WHO and WHO'S WHO IN AMERICA than any other magazine. And the quality of a magazine's writers must invariably establish the quality of its readers.

Returns must be made on all stead of being simply the personal opinion of a salesman which may or may not be right.

This is not meant to imply that Stewart dealers are sent out to sell trucks without really knowing the thing they sell, for this is far from the truth, but it is not at all necessary that a man should be a technical school graduate to understand thoroughly the workings of a motor truck, and to be able to explain them clearly and truthfully to others. As a matter of fact his explanations are more likely to be understood by the average buyer if they are free from technicalities, and everything in the Stewart manual is made so clear and simple that there is little danger of the salesman talking over the buyer's head. To be able to state his case clearly and honestly, to be able to answer the customer's questions correctly and fully, is as the Stewart people see it, the limit of the salesman's need of mechanical knowledge.

HOW IT HAS WORKED OUT

One thing required of all Stewart dealers is that they shall be in a position to give good service to users. Each one must maintain a service station which comes up to the company's standard, and it must be under the direction of a competent mechanic. If the dealer is unable to find such a man one is supplied from the factory.

When the dealer goes back to his territory from the factory, his district manager goes with him and works side by side with him for from two weeks to a month, or as long as it takes to get him thoroughly grounded and confident. After that he is equipped to meet the competition of salesmen who have been trained in the passenger car or truck field.

This is the system by which the Stewart Motor Corporation makes truck salesmen out of "green-horns." Now how does it work out in actual practice?

Well, this system has been in force almost from the earliest

days of the company's history. When the corporation started business there were 194 truck manufacturers in the United States. Of these there are now only thirty-six left, and the Stewart corporation is one of them. During this period some 250 other organizations have come into the field, but it is estimated that 10 per cent of the truck manufacturers are doing 80 per cent of the business. The Stewart truck is sold in every State in the Union and in twenty-four foreign countries. In most cases the dealers are devoting all their energy to selling trucks instead of sharing it with passenger cars or something else. But perhaps the best proof that the system is successful lies in Mr. Lippard's statement that of all the dealers appointed under this plan in the past five years not one has failed. As a rule their sales show a steady increase from year to year as they become established.

Two New Accounts With Green-Lucas Agency

The Green-Lucas Advertising Agency, Baltimore, Md., has recently secured the advertising account of the Eastern Peanut Company, Hertford, N. C., shipper of peanuts. This concern sells raw peanuts direct to the consumer for home preparation and consumption. National advertising will be used in which the advertiser will offer to ship a five-pound bag on approval.

D. W. Dorrance, artificial limb manufacturer of San Jose, Cal., has also placed his advertising account with the Green-Lucas agency. Advertising in magazines of a technical character will be scheduled for appearance beginning in April.

Appointment by New York "Sun"

H. W. Moore has been appointed publicity manager for *The Sun* and *The Evening Sun*, New York. For the past ten months he has been with the New York American and before that was with the Curtis Publishing Company for four years and for three years with the Washington, D. C., Post.

A. H. Ludwig Dies

A. H. Ludwig, special representative of the Power Farming publications, at the Detroit office, died on January 25, of influenza. He was formerly for several years a representative of the John M. Branham Company.

Dealer Who Disregards Woman's Sale Influence Travels Thorny Path

Mr. D. R. Mahoney, distributor for the Moline Universal Tractor at Owensboro, Kentucky, has analyzed thoroughly the factors which promote or retard sales to farmers.

Here is his conclusion in regard to the influence of the farm woman:

"Whether or not it is general practice for dealers to talk business to the farmers' wives, that was one of the main ideas in my sales plans and efforts. I have observed personally that the Lady of the House as a rule is keener on the subject of implements and labor-saving devices than the Man of the House, and the dealer or salesman that only gives casual attention to 'The Ladies,' God Bless 'Em, is traveling a rather thorny path."

The farm woman exercises an influence which can promote or retard farm sales in practically every line from wheelbarrows to threshing machines.

The Farmer's Wife—the one magazine for farm women in America—offers you the greatest opportunity of any American publication to develop farm woman influence in favor of your product.

THE FARMER'S WIFE

A Magazine for Farm Women
WEBB PUBLISHING COMPANY, PUBLISHERS
ST. PAUL, MINNESOTA

Western Representatives,
STANDARD FARM PAPERS,
Inc.,

1341 Conway Building,
Chicago, Ill.



Eastern Representatives,
WALLACE C. RICHARDSON,
Inc.,

381 Fourth Avenue,
New York City.

MEMBERS AUDIT BUREAU OF CIRCULATIONS

The ONE Territory of Its Kind in the World



In These 16 States Are:

2,669,905 farmers owning over 12 billions of property.

2,669,905 farmers who in 1919 raised over 7 billions of essential crops.

2,669,905 farmers who in 1919 owned over 3 million motor cars and farm trucks.

AND WHAT IS MORE

2,669,905 farmers who in 1920 will spend 15 billions of dollars.

AND WHAT IS EVEN BETTER

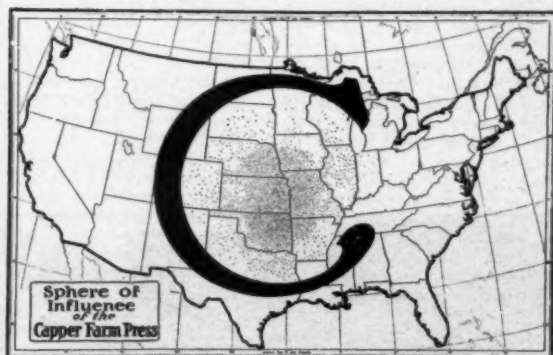
2,669,905 farmers who want the best, look for the best and who buy the best.

Make It Your WON Territory

If You Have Something to Merchandise
Something to Market
Anything Under the Sun that Makes for:

**BETTER FARMING
BETTER FARM HOMES**

**Then in These 16 States
is Your ONE Territory**



The
CAPPER FARM PRESS
1,100,000 Circulation (A.B.C.)

ARTHUR CAPPER
Publisher

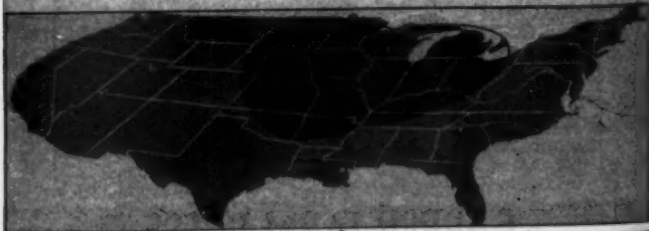
MARCO MORROW
Assistant Publisher

Topeka, Kansas

PURPOSE

SUCCESSFUL FARMING
is built to render practical service to real farm families in the **GREAT FOOD PRODUCING HEART OF OUR COUNTRY**

Editorial Department



SUCCESSFUL FARMING

E.T. MEREDITH, Publisher
DES MOINES, IOWA

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Res
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ther
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enti
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ever
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Advertising Information the Forthcoming Census Will Yield

Research Will Be More Extended Than Formerly, But There Is Still Room for Vast Improvement

Special Washington Correspondence

THE new census will be better than the old in the amount of information it will yield for and about advertisers. A specific improvement will be found in the more intensive classification and greater attention to detail that should prove helpful to the advertiser who desires to analyze a specialized market or a territorial market. Even at that, the current inventory of industries and population is likely to prove only slightly less of a disappointment than its predecessors when it comes to affording a broad perspective upon the magnitude of American advertising as an industry that supplies the inspiration for other industries.

For years there has been on the part of advertising men an ardent wish that Uncle Sam, incident to his other and ever-widening statistical activities, would address himself to the obviously important task of preparing a composite picture of the physical forces and the resources of advertising. The lack of authoritative and comprehensive figures covering advertising investment and contribution to our national prosperity has been repeatedly felt. For example, it is felt every time Congress searches for a solution of the perennial issue of postal rates. With the approach of a decennial census of population, and coincident with it a census of manufacturers, there was hope that perhaps advertising might as a separate entity have the recognition long denied.

With the completion of arrangements at Washington, however, for digest of the census schedules that are already arriving, it becomes apparent that makers and users of advertising will have to continue to rely upon their own efforts for the "grand totals"

of advertising expenditure. Basic data the new census will yield in plenty—in more detail and with more scientific classification than ever before—but the man who would take stock of advertising in its broadest aspects will have to "dig." The facts will be there for use, but it will be, at best, a case of putting two and two together, or, worse yet, a reverse process which will present well nigh insurmountable difficulties when it comes to the isolation of certain advertising items.

FIGURES HARD TO GET

Time out of mind there has been curiosity as to the aggregate amount that American advertisers expend in a normal, average year on catalogues, circulars, price lists, house-organs, and other varieties of trade literature. The taking of a census of the entire business community is obviously the logical occasion for rounding up this information. When we turn to the new census we discover that the only way to establish contact is in a roundabout way which permits no segregation of advertising items. Under its classification "job printing" the census organization has a class "Books and pamphlets—printed for others" that, at first blush might seem to promise an insight into current outlay for catalogues and booklets. But inquiry at the Census Bureau on behalf of PRINTERS' INK indicates that in this quarter it will be almost impossible to derive the advertising "net."

Indicative of the handicaps present, there may be instanced how only generalities will be taken into account with respect to telephone directories, theatre programmes, house-organs that carry advertisements for interests other than the publisher, etc.

Returns must be made on all printed products and no data will escape even though a business house maintain its own private job printing plant for its own work exclusively. In the case of the class of products cited, however, no arrangements whatever have been made for separating the sums represented by purchased advertising space from the totals of "job printing." In pursuance of the same policy we find the Census Bureau calling for figures on "ready prints" (patent insides and outsides) "including receipts from advertising."

LIGHT ON NEWSPAPER AND PERIODICAL ADVERTISING

In so far as newspapers and periodical advertising is concerned, though, the census may be counted upon to afford a worth-while bird's-eye view of the present proportions of this creative force and a comparison with its status five years ago. Under the supplemental schedule for "Printing and Publishing," proprietors or printers of newspapers and periodicals are called upon to give the average circulation per issue for the week ending December 31, 1919, and to indicate, separately, the amount charged or received for subscriptions and sales and "amount charged or received for advertising." This separate enumeration of advertising is not called for, more's the pity, in the case of any other class of printed products. On the contrary, even the production of Sunday supplements which, with the growth in popularity of gravure sections has become an important industry, is taken care of under the classification of job printing with an inclusive survey that lumps advertising receipts with the general turnover.

Advertisers whose interest is in the business press will find that the new census registers an advance in a regrouping of "periodicals other than newspapers." In concession to the developments of the past half decade a number of

new classifications have been established, as, for example, "aeronautics," "motion pictures," etc. In view of the trend of the times there may be interest in the compilation of separate statistics covering periodicals issued by labor organizations. The all-fiction periodical is likewise to have a niche all its own in the new line-up for census purposes.

Although advertising men who are keen for the separate computation of the value of advertising work and products might be inclined to be discouraged by the very limited number of "supplemental schedules" that call for such data, it may be stated that the situation is not really so unpromising as it appears on the surface. Officials of the Census Bureau say that it is their intention to seek to extract from the mass of information data on specific forms of advertising. Take, for example, the matter of advertising novelties. There is no special schedule for advertising novelties and yet it is proposed to approach the subject from two angles in the general roundup.

For one thing, there will be made by the census organization an inventory of "fancy articles" that will comprise celluloid novelties, metal novelties, paper novelties and wood novelties, together with decalcomania work. Advertising novelties will likewise be taken into account in a survey of the industrial field devoted to "Signs and Advertising Novelties." The principal objective will be signs—meaning, as officially designated, "all kinds of signs and letters of wood, metal, glass, etc.," but there is a separate sub-class for "advertising novelties," as there is for "electric signs." There is to be in this stock-taking of American industry a separate calculation of cards and card designing, but the officials say that while this will take heed of such specialties as jewelers' cards, it is not intended to provide a separate inventory of advertising cards for street car, window, and counter display, or of cut-outs and other classes of dealer helps. While

"Indianapolis Is"

A City of Big Business

There's room for your
product in this pro-
gressive atmosphere
supported by

The Indianapolis Star

Indiana's Largest Morning & Sunday Paper



an effort will be made to mirror in the Census of Manufactures, the stature of the business that involves lithographing on paper, tin, etc., the officials conceded that not much can be expected in the line of statistics to visualize the expenditure of advertisers last year for painted bulletins, poster publicity or motion-picture advertising.

Gillham Agency Has Los Angeles and Boise Offices

The L. S. Gillham Company, Inc., advertising agency, Salt Lake City, has established a Los Angeles office with H. Ellis Reed, formerly of the Los Angeles *Times*' advertising staff, in charge of production, and with A. J. Olsen as field manager. Among the accounts being handled at Los Angeles are the Los Angeles Alfalfa Growers Co-operative Association, Poultrymen's Co-operative Milling Association of the State, the California Poultry Producers, and Harold L. Arnold, Hudson and Essex automobile distributor.

This agency has also opened an office in Boise, Idaho.

N. E. Sainsbury, Jr., who for two years prior to entering the Naval Air Service was production manager of the Morse International Agency, New York, has joined the Gillham Agency as production manager.

H. T. Mitchell With General Ordnance Co.

H. T. Mitchell has gone with the General Ordnance Co., New York, manufacturer of farm tractors, in an advertising and sales promotion capacity. Mr. Mitchell was for a number of years with Barron G. Collier, Inc., at New York and at Washington. He was at one time publicity man for the Nash Motors Company, Kenosha, Wis.

E. F. Archibald With Cleland, Inc.

Edward F. Archibald, recently secretary and director of Evans & Barnhill, Inc., advertising agency, New York, has joined the staff of Cleland, Inc., advertising agency, New York, and will be in charge of the contract department of that agency.

New Account With Burnham & Ferris

Burnham & Ferris, advertising agency, New York, have obtained the advertising account of Parr-Loichot Engine Corporation, distributor of gasoline engines and manufacturer of motor boat accessories, New York.

What Nature Can Teach the Layout Man

MCADAM ADVERTISING SERVICE
WHEELING, W. VA.

Editor of *PRINTERS' INK*:

In the December *Printers' Ink Monthly* there is an article by Fitchner, in which he speaks of certain books on composition. We would like very much to have the names of some of these books, and will appreciate it if you will get this information for us.

HOWARD HOLLOBAUGH.

MR. HOLLOBAUGH has reference to the article which appeared in the initial issue of *Printers' Ink Monthly* under the title "What Nature Can Teach the Layout Man." The author, Eugene L. Fitchner, suggests the following books as going into the subject in detail:

"Composition," by Arthur Wesley Dow, published by Doubleday, Page & Co.

"Landscape and Figure Composition," by Sadakichi Hartman, published by Baker & Taylor.

"Pictorial Composition," by Henry Poore, published by G. P. Putnam Sons.—[Ed. *PRINTERS' INK*.

New Haven Agency Has Hartford Office

The Hopkins Advertising Agency of New Haven, Conn., has established an office at Hartford under the management of Thomas I. Crinion. Mr. Crinion was at one time with the George Batten Co., Inc., and Hanft-Metzger, Inc., advertising agencies, New York.

Mrs. Anna M. Burdick has purchased a half interest in the Hopkins agency. Before becoming associated with the agency a year ago Mrs. Burdick was associated with newspapers in Baltimore, Bridgeport and New Haven.

R. D. Mock Joins' Nichols-Moore Agency

R. D. Mock, formerly with the Hoops Advertising Company, Inc., Chicago, and with Mock & Hardy, Inc., advertising agency, also of Chicago, has joined the staff of the Nichols-Moore Company, advertising agency, Cleveland. This agency has also obtained the services of T. E. Schafitschenko, recently a member of the advertising department of the National Carbon Company, Cleveland.

The Baltimore Sun

Morning

Evening

Sunday

CARRIED

26,682,172

agate lines of advertising in 1919—a gain of

7,103,500 Lines

over the preceding year.

We believe that this is the largest volume of advertising carried by any newspaper in 1919.

Local, national and classified advertisers agree that

Everything In Baltimore Revolves Around THE SUN

(In pointing to this record-breaking volume of business carried in its thirteen issues, THE SUN does not wish to detract in any way from the remarkable showing made by the *Detroit News*, which published over 25,000,000 lines; the *Pittsburgh Press*, which printed over 24,000,000 lines, and the *Chicago Tribune*, which carried over 23,000,000 lines.)

John B. Woodward,
Times Bldg.,
New York

Guy S. Osborn,
Tribune Bldg.,
Chicago

Franklin and the News-Times



Franklin uses the *News-Times* exclusively in the South Bend territory because the *News-Times* dominates in Northern Indiana and Southern Michigan. The *News-Times* carries twice as much automotive advertising as the other medium in the field.

South Bend News-Times.

Morning Evening Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago New York Detroit Atlanta Kansas City

Famous Old Names That Once Were Widely Advertised

Why We No Longer Hear About Them

CADILLAC MOTOR CAR CO.
DETROIT, MICH., Jan. 14, 1920.

Editor of PRINTERS' INK:

May we ask you to give us the names of several products that once were widely known, but have now been forgotten, or almost forgotten, because they are no longer advertised?

We do not ask you to go to the bother of searching your files for articles on this subject. We merely want the names of some outstanding instances of the rapidity with which nationally known goods descend into oblivion after they cease to be advertised.

We are enclosing a self-addressed envelope for your convenience. With thanks for your courtesy.

CADILLAC MOTOR CAR COMPANY,
JOHN A. CLEARY, Adv. Mgr.

TO cite illustrations bearing on this subject, one need go no further back into history than to the cases of the whiskey and beer companies which a comparatively few months ago turned out brands whose names were on everybody's lips, so to speak, but which are already on their way to the limbo of things that belong to memory only. It seems but yesterday when "Wilson—That's All" was a popular slogan, and when the comedians of the stage, who so quickly reflect popular tastes and popular thoughts, loved to incorporate into their quips the famous names of Anheuser-Busch and Budweiser. But such terms no longer figure in the speeches of the monologue artist or in the conversation of the man on the street. Who nowadays remembers, except vaguely, "Green River" or "Haig and Haig," or recalls without some effort the virtues of "Duffy's Pure Malt Whiskey?" Of course, the manufacturers of these products were forced to bow to the law and to circumstances, and are in no wise to blame for the non-appearance of these once-celebrated names, but the fact remains that these brands, though they retain something of a hold upon the memory, are already on their way to the twilight of obscurity.

A parallel case is that of the

well known railroad trade-marks and slogans. When the Government took over the roads, these famous names quickly shrunk into the background. The other day we heard an otherwise well informed woman say that Phoebe Snow is a brand of linen. Her friend quickly corrected her, saying that Miss Snow is a celebrated moving picture actress. Thus dies the fame of the product that is no longer advertised.

The story of the disappearance of the advertising of "Sunny Jim" and his "Force" has been told in PRINTERS' INK. James Pyle was once almost as well known as the President of the United States. Certainly he was far better known than the Vice-President. But since he sold his "Pearline" a certain section of the public has no doubt forgotten with what he was associated.

WHERE IS THIS ADVERTISING?

Where is the once large advertising of Sanitas Toasted Corn Flakes, Korn-Kinks and Egg-O-Sec? At one time the latter name was as popular as that of Charlie Chaplin or Doug Fairbanks is to-day.

The limbo of automobiledom is strewn with many names that once were known to the reader of advertising. To mention just a few there are the Rainier, Aero, Stevens, Amplex, Warren, Detroit, E. M. F., Everett, De Luxe, Queen, S. G. V. and the Pennsylvania.

Probably the most typical has-beener in the car field is the Alco. This automobile represented the unprofitable excursion of the American Locomotive Company into unfamiliar side-lines. There is also the memory of the Corbin car to remind us that the Corbin Lock folks were once in the automobile business.

It is when we dip into patent medicine history that we run into a real morgue of once popular

names that are now not known among well advertised products. We are indebted to George P. Rowell's "Forty Years an Advertising Agent" for a record of many of these brands. Let us run over them briefly: Drake's Plantation Bitters was one of the best advertised proprietary articles during the Civil War period. It is interesting to note in passing that several proprietary men that later established successful concerns of their own (such as Chas. H. Fletcher of Castoria) got their training with Mr. Drake and William P. Ward, his partner. Mr. Ward later headed the Lyon Manufacturing Company, owner of the old trade-marks, Lyon's Katharon, Hagan's Balm and Mexican Mustang Liniment, names that are themselves only faintly known to the present generation. To catalogue quickly other largely advertised brands, let us mention Hostetter's Bitters, Ripan's Tabules, Vinegar Bitters and Hop Bitters, Pettridge's Balm of a Thousand Flowers, Phalon's Night Blooming Cereus, Burdock Bitters and Spalding's Glue. We almost forgot to mention Dr. H. T. Helmbold and his Buchu. At one time he was a prominent figure in the advertising world.

No list of this sort would be complete without some mention of Charles Austin Bates' "Laxakola." He himself told the sad tale of the failure of this article in *PRINTERS' INK* of November 21, 1906. He said:

"It was in 1899 that I listened to the siren song of Samuel M. Crombie and was lured into an effort to establish a patent medicine business. Before that I had known that Dr. Pierce had an assortment of steam yachts, houseboats and other things that seemed to me desirable, and that Dr. Shoop owned the finest dogs and guns in the State of Wisconsin and had sufficient leisure to enjoy them.

"I knew all about how Dr. J. C. Ayer had made his millions in sarsaparilla, and how the inventor of California Fig Syrup was living on Nob Hill in San Francisco.

"The patent medicine business certainly does look beautiful—from the outside.

"Mr. Crombie had invented Laxakola and had induced quite a number of people in Ypsilanti to use it. I tested it out on various unsuspecting friends and it seemed all right. There didn't seem to be any reason why I should insist on keeping the good thing all to myself, so a prospectus was sent out, inviting subscriptions to the stock of the company. The capitalization was modest, only three million dollars." It is enough to say that, through no fault of Mr. Bates, Laxakola didn't go over. "I never knew a business to look so beautiful on the outside and be so disagreeable on the inside," he said.

NOT ADVERTISING'S FAILURE

The disappearance of these old names from the public prints should not be attributed to the failure of advertising. In most cases other causes lie behind the disappearance. The factory of the Lion motor car, for example, burned down. For various reasons, it was not rebuilt. Many old brands were discontinued in early 1900's when the huge "trusts" were being organized and were buying up smaller concerns in the field. In this way, several of the famous bicycle brands disappeared. The constantly changing styles in the women's apparel field has eliminated names that had come into prominence. Many institutions, such as Robert Bonner's old *New York Ledger*, achieved success through advertising and later lost favor because the advertising was not backed up as it was when the success was first achieved.

The list of soft-pedalled brands mentioned herein, makes no pretensions of being complete. Also it should be clearly understood that not all of the products mentioned above have passed out of existence. Some of them, like Ripan's Tabules, still have a very considerable sale, happily coasting along on the heavy advertising done years ago, or on the word-

Selling the Goods

If you are introducing your product by localities, you want to sell Washington, D. C.—because it is the representative city.

If you are interested in NATIONAL introduction you should BEGIN with Washington—because it is the city of far-reaching influence.

The advertising situation here is so definitely defined that one medium alone is all-sufficient. The Star covers Washington. “The BEST returns from a thousand newspapers” is the Star’s record as given by a leading national advertiser.

Our Statistical Department will be glad to advise with you regarding the details of your specific proposition, and its entrance into Washington.

The Evening Star.

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan. A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

of-mouth advertising which meritorious products always enjoy. The effort in the above listing has simply been to recall the names of a few products which once were conspicuously advertised but are no longer the object of assiduous solicitors' attentions.—[Ed. PRINTERS' INK.]

Chicago "Tribune's" Benefits for Employees

The Chicago *Tribune* has established a welfare plan for its 1,200 employees which applies to all persons in the organization, whether or not they belong to labor unions. For some time the *Tribune* has had a certain amount of work of this character in effect, but desired to have the plan established on a thoroughly comprehensive basis. Five employees were appointed to study the matter exhaustively from all angles, and as a result of this investigation the present plan has been adopted.

The plan embodies pensions, bonuses, life insurance, vacations and protection against disability caused by accident or sickness.

In awarding yearly bonuses employees are divided into four groups in accordance with the length of their employment. Each employee receives a certain percentage upon his yearly pay and the size of the percentage depends upon the group he is in.

The pension plan, generally speaking, provides for retirement at the age of fifty-five or sixty after twenty years' service. But, if the pension board so decides an employee may be so retired at fifty-five after fifteen years' service.

Sickness disability benefits range all the way from full pay for twenty-six weeks down to six weeks. The sickness insurance is borne entirely by the *Tribune* company.

At its own expense the paper insures the life of every employee after five years of service for an amount equal to the annual salary, with a maximum limit of \$1,000. This is in addition to all benefits under the Workmen's Compensation Act.

A study will be made of various building and loan plans now in operation, with a view to developing some plan to aid employees in building homes.

Why the Windows Look Best At Night

WM. H. RANKIN COMPANY
CHICAGO, ILL., January 28, 1920.
Editor of PRINTERS' INK:

On January 22 the Schoolmaster brought to the attention of his class the subject of selling and display by artificial light.

It seems to me that this question is entirely one of layout. A good layout as known in the advertising world

is one in which an advertisement is as well balanced, arranged and designed that the effect is pleasing to the eye and draws the attention of the reader to the reading matter and the article to be sold.

In the daylight the display window has a hard time of it. Objects outside are in a stronger light and claim attention. Then, too, the reflections on the glass are often so strong as to almost obscure the articles in the window, thus distracting the observer's attention.

At night you have the perfect layout. The observer is in the dark like the audience in in the theatre and the window becomes the stage where each article, like the actor, makes its bid for recognition. It is this perfect layout aided by the art of the window dresser that brings forth the feminine comment, "Oh, isn't that lovely?"

It is a case of concentration or distraction. Get a man inside the store, let him see the necktie in the case with an individual light on it and he thinks it is a beauty. Throw it at him in a box with a dozen others and he becomes confused. The electric light is conducive of concentrated interest and thereby helps to make the layout perfect.

WILL HORNHORST,
The Layout Man.

A. Rowden King Forms New Art Service

A. Rowden King, recently president of the Bennett-King Company, Inc., advertising service, New York, has organized A. Rowden King, Inc., advertising art service, New York. Mr. King was at one time a member of the editorial staff of *PRINTERS' INK* and was also at one time with the Ethridge Association of Artists at Chicago.

Jefferson City, Mo., Papers Have New Owners

The ownership of the *Daily Capital News*, Jefferson City, Mo., has been transferred to W. R. Hollister. A new company will soon be formed with a capital stock of \$50,000, with W. R. Hollister as president, C. H. Buchanan as vice-president, and B. Ray Franklin as secretary and general manager.

H. R. Davis of Providence "Journal" Is Dead

Henry Richard Davis, secretary of the Providence Journal Company, and an official of that company for sixty-six years, died at Providence on February 1.

J. E. Esray Is Dead

Joseph E. Esray, a member of the advertising staff of the New York *American*, died at his home in Leonia, N. J., on January 31.

—Viscount Grey

in a letter (January, 1920) to the London Times, concerning the status of the Peace Treaty and the United States, is quoted in part as having said:

"What is common to all Americans and to all foreigners who know the facts, is the unselfish, wholehearted spirit in which the American nation acted when it came into the war. The immediate adoption of compulsory military service and, even more, the rationing of food and fuel in those millions and millions of households over such a vast area, not by compulsion but by purely voluntary action in response to an appeal which had no compulsion behind it, is a remarkable and even astonishing example of national spirit and idealism."

Every available medium, of course, contributed to that accomplishment. But who can possibly question the fact that the one *predominating* medium, reaching the greatest number of people, appealing daily in their very homes to every reading member of the family, covering to the point of saturation every locality with varying local appeals, and producing *immediately* any desired effect, was the daily *newspaper*?

Don't you see that the newspaper, the most powerful of all selling forces, can produce *immediate* sales for you far beyond the ability of any other medium?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Atlanta

Kansas City
San Francisco

START
YOUR CAMPAIGN IN
NEW
ORLEANS

**AN ACTIVE
BUYING MARKET**

Dealers alive to advantages of
handling advertised products.

Residents of city responsive
to advertising.

Reach the Vital, Pros-
perous Field—The City Proper

USE

THE DAILY STATES

LARGE CIRCULATION CONCENTRATED IN THE CITY

Suburban New Orleans is too limited and scattered
to economically merchandise and advertise to.

The city circulation of the Daily States will pro-
duce quicker, more profitable returns at a lower
cost.

WRITE

ADVERTISING

DIRECTOR

Want More Information?
We'll Gladly Furnish It.

New Orleans
STATES

EVENING

SUNDAY

Ad

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Saturday

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Advertising Men, Let Us Forget the Clock

We Play Our Part in the Scheme of Production and Can Contribute Our Share Toward Reducing High Costs

By William H. Rankin

THERE must be no eight-hour day in the advertising business. Let's make it ten, twelve or fourteen hours a day including Saturday.

This duty—and it ought to be a pleasant one—confronts the advertising man of the country to-day because advertising is the world's greatest force, not only in selling goods but in increasing and stabilizing production.

The world's greatest need in a business way to-day is more goods. Not until it has more goods can relief come from high prices and many other undesirable things. I am telling nothing new when I say this. Everybody knows it. But as a constructive contribution to ways in which the problem can be solved, I want to say that work on the part of advertising men can come pretty near starting something that will create a condition out of which the solution will grow.

I know hundreds of advertising men working for newspapers, magazines, farm papers, business papers and agencies as well as outdoor advertising men who during the last four years have worked as high as sixteen hours a day every day in the week so that they might do their own job and at the same time work for the United States Government.

Many of these men are working the same way now. They have to because this is the only way they can keep up with present day advertising production. But let us go a step farther. Now is the time to forget the clock absolutely.

I most emphatically believe that each advertiser or manufacturer, local as well as national, could well afford to contribute ten per cent of his advertising or sales

appropriation into a general fund to be expended on advertising. This advertising should be a national campaign designed to teach every man in the United States that if the high cost of living is to be reduced every person must produce more goods—in other words, work harder and longer hours.

Work done in 1920 means work saved in 1921. So let's tackle the big job for all we are worth.

FAIR ADJUSTMENT OF COSTS

The way most of the newspapers have taken care of the increased cost of white paper has been practical and just.

As a typical instance, take the *Philadelphia Bulletin* or the *Chicago Daily News*. They were pioneer penny newspapers and we looked upon the increased price to the readers as a very daring departure. Yet this doubling of the price to the reader, born of necessity, has worked out very satisfactorily. Instead of losing circulation, these papers have as much circulation at two cents as they had at one. Why? Because they are giving twenty-five-cent value for two cents. If it is necessary to go to three cents the results will be the same.

The other way to have handled the emergency would have been to have made the advertiser pay all the increased cost. That would not have been fair, though advertisers to-day willingly pay an increased price for advertising because the newspapers, magazines and farm papers show their right to exist by an unshaken public demand.

Advertisers belong to that class of fair-minded investors who never object to paying their full share of any increased cost pro-

vided everyone shares in the increase.

The newspapers and some of the magazines have handled the situation admirably. The example is a good one for other magazines and publications generally.

I recently had occasion to investigate the newspaper situation in the Northwest, and I found that many farmers who used to take a daily and a weekly newspaper have now cut out either one or the other and are reading the daily or the weekly. I know in the larger cities when newspapers sold for one cent it was not unusual to see two and three different papers go into one home. To-day they are content with their one favorite newspaper. Therefore, newspaper advertising is worth much more to-day to the advertiser because of this elimination of duplication and the cutting down of the return privilege. It was not uncommon four or five years ago to see wagon-loads of newspapers and magazines returned from news-stands carted through the streets of Chicago or New York. To-day that is an unknown occurrence.

Out of the present complex situation there should emerge a better standard of advertising, better service for advertisers and more value given per dollar spent in advertising. More pains will be taken in the writing of advertising copy and better illustrations will be used, less flash in the pan advertising will be promoted, fewer double-page spreads will be sold.

Through mutuality of interests this will be accomplished, and I know every department and every branch of the industry will do its part to make this possible. Advertising, as Cyrus H. K. Curtis said recently, is just as important to the welfare of the people as the telephone, the telegraph, the railroads, or banks, and advertising men and salesmen have helped make it so.

The work of the advertising men for 1920 is of vital importance to our country in the world.

Indianapolis Prepares for Next Convention

Indianapolis has completed the formation of the committee which will prepare for the coming convention of the Associated Advertising Clubs of the World.

The work of the convention organization is divided into four groups: promotion, arrangements, community co-operation and finance. Felix H. McWhirter, president of the People's State Bank, is chairman of the convention board and thus director-general for the convention; Paul Richey is director of promotion; Merle Sidener, finance director; H. T. Griffith, director of arrangements; William Balch, director of community co-operation, and Fred Millis, executive secretary.

Frank T. Carroll, advertising manager of the Indianapolis *News*, is chairman of a committee of 100 which will assist and advise in the various promotional campaigns that have been undertaken by the convention board to host Indianapolis.

Winship-Boit Employees Will Share Losses and Profits

Profits and losses will be shared by employees and owners of the Winship-Boit & Company, Wakefield, Mass., makers of "Harvard Mills" and "Merode" underwear, according to an agreement between the company and its employees.

In a profitable year the company will credit 50 per cent of the net profits to employees. Those of one year's standing will receive 20 per cent of their earnings; those employed longer will have 1 per cent additional for each year of service. Individuals will receive one-half their share in cash, the other half to remain in the business at 6 per cent interest. Provision is made for caring for old age pensions, disability insurance and for dependent widows and children of employees.

In a year of unprofitable operations, the deficit will be shared equally between proprietors and employees.

Ben Nash Makes Plea for Standardization

Agency practice and printing and engraving methods must be standardized to eliminate waste, Ben S. Nash, of the Frank Seaman, Inc., advertising agency, New York, told Boston advertising agents recently at the Boston City Club.

Mr. Nash touched upon many of the methods considered most efficient after a study of those used by many of the leading agencies. E. W. Ellis, of the A. W. Ellis Company, advertising agency, Boston, is chairman of a committee which is to investigate how waste in relations between engravers and agencies may be reduced.



The above picture of myself was published about twenty years ago. When I came across it recently I made up my mind that I was a pretty good-looking chap at that time, and that, if I ever had to run my picture I would run this one—for why spoil the illusion.

I will have to offer my apology for running my picture at all, but when I told the boys (my associates in business) that I wanted to publish a few words about each of them with a photograph telling of their long and valued association with me, they not only took it for granted, but "demanded" that I start the series with a picture and a few words about myself.

I have compromised on the picture but the only words about myself I want to say are these: "When I think back over the many years that I have had the honor to represent the publications with which I am associated—some as long as twenty-five years—and when I think back over the same period, during which so many fine young men have joined my organization,—young men who are my present associates and close friends, and of whom I intend speaking in this series of announcements,—I feel that I have every right to be proud both of the association with my publishers as well as my relations with my co-workers.

Paul Block

Plumbing Materials

AN organization with 2,700 club houses is planning to open a new one every five days in 1920.

Great quantities of shower-bath, toilet, swimming-pool, and plumbing materials of all kinds will be required.

Plans of the Y. M. C. A. for 1920 call for the expenditure of \$15,000,000 for building, of \$14,000,000 for new equipment, and of \$6,000,000 for replacing the old.

GET YOUR SHARE OF THIS BUSINESS

Write "Association Men" the official magazine of the Y. M. C. A. for full details of the effective way to reach this big field.

Our service to advertisers insures unusual results — Ask about it

347 Madison Avenue
New York City
New York

Western Office
19 So. La Salle Street
Chicago

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Burglar-Proofing a Market After You Have Won It

Scott Paper Company Shapes Its Advertising so as to Safeguard the Dominance It Has Attained in the Tissue Paper Towel Field

THE manufacturer who introduces a new product may find progress slow at first, but, at least, his path is plainly marked out. His task is educational. He knows that he must do considerable missionary work. He has to break a national habit, perhaps, but at least he has something to substitute for it.

Once, however, he has conquered prejudice, converted the public, and established a definite market for his goods, he finds that the face of his problem has changed. The various successes that he has attained attract the attention of other capitalists. Recognizing that he has a good thing, they feel the urge to "get in on it." Sooner or later, therefore, he finds himself confronting a growing competition. As soon as this competition makes itself felt, it is up to him to change the direction of his artillery fire. His task is no longer education, but identification. The trenches he has won must be held. He must dig himself in. He must establish his dominance in the market which he has captured. Otherwise, he may find that the very educational work over which he has spent so many hours and dollars, is being used by his competitors so as to creep up under his unguarded flanks.

This was the problem recently faced by the Scott Paper Company. The idea behind the paper towel was not new. Paper had long been used for drying purposes, especially, for instance, in printing plants where the men, when they found the office towel had been put out of action, simply reached for a piece of paper to dry their hands on. But the "ScotTissue" Towel was founded on a new principle, that of absorption instead of rubbing. It was a product of research that eventu-

ally gave rise to a long-fibred, spongy paper that was made so as to soak up superfluous moisture.

Like all new things, the "ScotTissue" Towel met with numerous marketing difficulties. There were the usual pessimists who said the idea behind it was fundamentally wrong, because it was meant to be applied to the skin rather than rubbed against it, and because it was said the American public, having been long accustomed to cloth towels, could not be made to part from them to a large enough extent to establish a market for a paper product.

DIRECTING A MARKET

It was, of course, first necessary to educate the public, and through the public, the purchasing agents of the big jobbing houses. It is a trite law of merchandising that in seeking to change a public habit or to form a new one, advertising is very necessary, and that this advertising must be plain, simple, instructive and informative. It was also the report of the sales department that Scott Towels sold to jobbers to a large degree in proportion to the missionary work that had been done.

This led the advertising department to undertake an extensive campaign. Space in leading periodicals was used to show that Scott Towels would absorb moisture. One of the first illustrations used was that of a Scott Towel rolled and placed in a glass of water. The moisture line marked on the towel told the story more forcibly than words. It was pointed out that this towel employed an entirely new principle in drying the skin. An early slogan was: "Use like a blotter," the idea being to contrast the soaking up action of the Scott Towel with the rubbing necessary in the use of cloth. Secondly, it was proclaimed that the use of

the Scott Tissue Towel was pleasant. It was set forth that the absorptive action of the tissue towel gave rise to a pleasant sensation which in the advertising was labeled "the ScottTissue feel."

Further advertising called attention to the Scott towel economy. When used, it could be thrown away, it was explained, thus ending laundry troubles and expenses in lost linen.

The opportunity was also seized to connect the towel with the nation-wide advocacy of hygienic methods and hygienic living. Health authorities began to condemn the use of the common towel, tracing the spread of many insidious diseases to the use of one towel by many different kinds of people. Naturally, ScottTissue advertising "cashed in" on this wave in every possible way.

AN ACCEPTABLE SIDE LINE FOR VARIOUS KINDS OF STORES

Drug and grocery jobbers accepted the Scott Towel because it added a profitable new line that did not run counter to other items. It proved to be an opening wedge that enabled salesmen to build up a new and satisfactory trade among offices, factories, schools, churches, hotels and theatres, and therefore helped to sell the jobbers on other lines. It was found that the sale of liquid soap, antiseptics and modern washroom appliances advanced rapidly in the vanguard with Scott Towels, but when success finally came and the big factory was running night and day to fill orders, the situation began to change. Competitors sprang up. And along the trail that had been blazed by ScottTissue advertising, many non-advertisers rushed in to appeal to "price buyers" with cheaper and less meritorious products.

Recognizing that this imitation was sincere flattery, indicating the establishment of the tissue towel in the public mind, the company changed its appeal.

It was decided that it was time to discontinue educational work,

and to begin making the work already done burglar-proof. A warning was issued to towel users, buyers and sellers. The public was told that all paper towels were not ScottTissue, that Scott Towels should not be judged harshly because there were other unadvertised paper towels that failed to make good. The advertising copy read:

"Look for the name 'ScottTissue' on every towel. It is your guide to a soft, absorbent, pure white towel that dries."

To the purchasing agent the message was one of economy:

"ScottTissue Towels go further—one dries the hands, another for the face." And the far greater economy argument of satisfaction: "ScottTissue Towels build good will among employees or patrons. This means greater efficiency—more names on the hotel register."

With the jobber a rather blunt though very logical argument was used. "The ScottTissue Towel has brought you many brand new dollars—has established a great towel industry. Are you going to scuttle this business by fostering cheap paper towels that will turn their users against the entire paper towel idea?"

The Scott Paper Company's problem is still one of identification. The towel situation must be clearly explained to the public. This year an extensive campaign, with unique demonstration in print, will teach the public to know that the towel that dries is "ScottTissue"—to know how the real thing looks and insist upon having it.

For instance "They dry" has been made the slogan. It is contended that "They dry" not only represents the one and only function of a towel but it states in two words the difference which Scott Paper Company believes to exist between "ScottTissue" and other paper towels.

It is not to be understood, however, that the company does not welcome the advertising of competitors. On this subject, James G. Lamb, advertising manager of the company says:

When You Advertise Remember the Draftsmen

They Are To-Morrow's Architects

Sell them on your products while they are draftsmen, and it will be harder for the other fellow to unsell them when they have become architects.

So vital do some manufacturers consider these to-morrow's architects that they direct their advertising in architectural



magazines directly to them.

In a way it is a long - distance, long - maturing investment; but once it starts matur-

ing, it gives a *steady stream* of results.

When carefully considering the one best medium to head your list, give ARCHITECTURE a little extra probing.



ARCHITECTURE

Published by
THE HOUSE OF SCRIBNER

CHARLES SCRIBNER'S SONS
387 Fifth Avenue, New York

"It is generally recognized that advertising stimulates quality, not only in the particular article advertised but in the entire field. If a manufacturer makes attractive statements about his towels, he is honor-bound to back up these statements with quality in the towels. Therefore, every additional paper towel advertiser means another towel manufacturer won over to the principle of quality."

"This is important because it is quality and quality alone that permitted the foundation of the paper towel industry and that has enabled it to be quality—not price—that will determine the future of the paper towel business."

"The good of the whole paper towel industry, an industry which by the way is still in its infancy, is synonymous with the good of Scott Paper Company, for we welcome the assistance of any towel advertiser in helping us put over the paper towel idea and in helping us bear the responsibility of quality in the paper towel market. We are doing our best, however, to 'burglar-proof' the industry against towels that are a discredit and a hindrance to the growth of the towel market."

C. S. Johnson With Safety Razor Company

C. S. Johnson, recently advertising manager of the Tobacco Products Corporation, New York, has taken over the publicity work of the American Safety Razor Corporation, Brooklyn. This corporation manufactures Ever-Ready, Gem and Star safety razors, blades and shaving brushes.

New Condensed Milk Advertising

The Danish Pride Condensed Milk Company, of Milwaukee, has started an advertising campaign in Chicago newspapers which will be followed up by using additional newspaper space in other towns in that territory.

H. L. Ward Joins Osgood Studios

Harold L. Ward, recently sales and advertising manager of the American Kitchen Products Company, New York, has joined the sales force of the Osgood Studios, New York.

New Dry Goods Publication

The Textile Publishing Company, New York, publisher of *Dry Goods Economist*, *Dry Goods Reporter*, *Dry Goodsman* and *Pacific Coast Merchant*, will issue a fifth publication in the middle of March which will be known as *The Atlantic Coast Merchant*.

This new publication will be of the same character as the *Dry Goods Reporter*, *Dry Goodsman* and *Pacific Coast Merchant*, and following the plan adopted for those publications it will have a definite territory, the Eastern States.

The new publication will have a page size of 9 by 12 inches and a type page of 7½ by 10½ inches. This size is the uniform size of the three other publications previously mentioned. It will be issued every second Saturday.

The *Pacific Coast Merchant* will be published twice a month beginning March 6.

Death of William Moore Sanford

William Moore Sanford, who has been connected with the American Lithographic Company, New York, and its subsidiary companies since 1898, in executive capacities, died February 2 while on a hunting trip on the estate of J. P. Knapp in Vermont. He was in his fifty-second year.

One Standard Catalogue Size

The National Association of Purchasing Agents has just issued a bulletin regarding the catalogue size that has been adopted by the association. Through its standardization committee, of which W. L. Chandler is chairman, the association states that it has adopted one and only size as standard, viz., 7¼ inches by 10½ inches, with its half size, 5¾ inches by 7¾ inches, when saddle stitched so that it may be opened flat for filing.

The committee is now working upon a standard form of invoice, details regarding which may be procured from the association at 25 Beaver Street, New York.

C. F. Heaphy an Officer of Rider Company

Charles F. Heaphy, formerly sales manager of Charles W. Williams & Co., paper, has been made vice-president and general manager of Charles W. Rider & Co., Inc., paper manufacturers, New York.

W. R. D. Hall With Philadelphia Bank

W. R. D. Hall, formerly publicity manager of the Philadelphia Chamber of Commerce, is now connected with the new business department of the Philadelphia National Bank.

CHARLES EVERETT JOHNSON COMPANY

Advertising Art Service

STATE-LAKE BUILDING
CHICAGO



employs a staff of equally distinguished artists in each of the three essentials of advertising art: illustration, design and typography. This insures not only the highest possible quality of work in each detail, but a complete harmony of details in the completed copy.

The staff includes, besides Charles Everett Johnson, such men as C. Allan Gilbert, Will Foster, McClelland Barclay, Harry L. Timmins, Arthur Henderson, Frank Snapp, R. F. James, Andrew Loomis, Maurice Logan, and, in typography Everett R. Currier. These men are here, in our studios, not in New York. Their names are a guarantee of all that art can lend to advertising.



100 manufacturers use new patented container to speed up sales

Container which is also an ingenious counter display box



1. As you receive it



2. Tuck underneath



3. Set up on the counter

ONLY the favored few among the many products can occupy the positions which command the attention of purchasers at the counter.

The country's most progressive manufacturers are now enjoying preference in display because they are using for their products the new Tinsley display container.]

The Tinsley, on its arrival in the dealer's hands, seems but an ordinary container with its cakes of soap or packages of gum or whatever its contents inside—just as compact, just as simple, taking up no more room.

But its cover makes it a very ingenious device. The dealer, by the mere act of opening it, transforms it into a remarkable display box.

This ingenious container was designed and developed in our factory. It is but an instance of the ingenuity and mechanical skill which characterize the Robert Gair Company's entire line: Folding boxes, Labels, Shipping cases, Window display advertising.

Packages for a billion dollars' worth of goods

More than a billion dollars' worth of merchandise was carried last year in Gair boxes, in Gair shipping cases, and under labels made by the Robert Gair Company.

We control the whole process of manufacture from wood-pulp to finished product. We operate our own paper mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing departments. Our chemistry department regulates and improves our processes, and tests finished products. We operate the largest plant of its kind in the world.

With its facilities we are prepared to offer a complete service for packaging and displaying your product—labels, folding boxes, shipping cases, window display advertising—giving unity to your packages from factory to consumer.

We serve the greatest merchandisers of the country. Among our clients are:

National Biscuit Co.

American Sugar Refining Co.

Hanan & Son

Colgate & Co.

Hecker-Jones-Jewell Milling Co.

Royal Baking Powder Co.

American Chicle Co.

Andrew Jergens Co.

Arbuckle Bros.

Beech-Nut Packing Co.

ROBERT GAIR COMPANY

BROOKLYN

Folding Boxes Labels Shipping Cases Window Display Advertising

1,390,930

That figure is indicative of the confidence the automotive advertisers of America have in The Detroit Free Press—it is the number of lines of Automotive Advertising carried during 1919.

It is their expression of appreciation of and respect for the productive selling energy that is an emphatic characteristic of Free Press columns.

Not only do these same advertisers make constant use of this newspaper to establish themselves firmly in this great motor car market; but they, as well, constantly prefer The Detroit Free Press over any other medium in this territory—that preference being expressed during 1919 by

120,626 Lines

If these figures mean anything at all they must of certainty mean that to efficiently influence and sell the Michigan market, The Detroit Free Press should lead your list of mediums.

Free Press Auto Show Number
February 15th

The Detroit Free Press

"Advertised by its achievements"

DETROIT, MICH.

VERREE & CONKLIN, Inc.

NEW YORK

CHICAGO

DETROIT

E. T. Meredith Is Secretary of Agriculture

EDWIN T. MEREDITH, president of the Associated Advertising Clubs of the World, was last week appointed Secretary of Agriculture in President Wilson's Cabinet. He is the youngest man appointed to the Cabinet by the President. He was 43 years old on December 23.

As publisher and owner of *Successful Farming*, Des Moines, Mr. Meredith has long been active in advertising work. His interest in the work of Associated Clubs made him the unanimous choice for the presidency of that organization at its New Orleans convention in September, 1919.

During the last two months Mr. Meredith has devoted much time to the association, speaking in a number of cities on the Indianapolis convention, vigilance work, and the strengthening of the individual clubs.

Mr. Meredith was a member of the committee created by President Wilson for the Labor-Capital Conference held at Washington on October 6, 1919. He was a member of a war-time industrial committee sent by the Government to England. During the war he was also a member of the Treasury Board of Advisers on Excess Profit Taxes. He is a director of the Iowa Trust & Savings Bank, and a director of the United States Chamber of Commerce.

In a statement regarding his new work he said that one of his first undertakings would be to work out some method of getting crops to market "without too much lost motion."

Agency Established in Memphis

A. E. Distelhurst, formerly of New York, has established an advertising agency in Memphis, Tenn. Among the accounts secured are those of the International Sugar Feed Company, Layman & Co. and the Commercial Banking and Trust Company, all of Memphis.

The International Sugar Feed Company is starting a newspaper campaign to cover the entire South.

P. I.—A Primer for Congressmen

THE BUTTERICK PUBLISHING COMPANY, NEW YORK, Jan. 31, 1920.

Editor of PRINTERS' INK:

At this late date I am reading your December 11th issue, and am much impressed by F. D. Bristley's suggestion that the American Government place salesmen aboard our war vessels.

Let us recommend PRINTERS' INK as regular reading for our Congressmen. How refreshing it would be to have the dear gentlemen discussing something as possible and as highly practical as this.

They might even come to some agreement about such a proposition as Mr. Bristley's. The advantages that would be involved are so obvious.

I. L. DALGLEISH,
Research Department.

W. J. Gallagher With Ross Service

Walter J. Gallagher, formerly advertising director of Samuel Lewis, institutional supply house, New York, will join the forces of the William Edward Ross Service, Incorporated, New York, publisher of *The Sales Manager* publications, as advertising director on March 1.

The Sales Manager has moved its editorial offices from New York to Wakefield, Mass. Executive and business offices remain, as heretofore, in New York.

McCann Agency Has New Account at Toronto

The Crouse Hinds Company, Toronto, manufacturer of electrical conduits and fittings, has retained the Toronto office of the H. K. McCann Company, New York, to handle its advertising. An advertising schedule, calling for class and trade publications, is being prepared. The larger part of the McCann agency's work for this client will consist of service in connection with catalogues and other printed literature.

Leonard Hornbein With Chicago "Tribune"

Leonard Hornbein, formerly assistant in the advertising department of the Hub, Henry C. Lytton's Store, Chicago, is now a member of the copy and art service department of the Chicago *Tribune*. Mr. Hornbein was at one time with the Thomas M. Bower Advertising Agency, Chicago.

Joins Cusack Selling Staff

Earl N. Hyde, formerly of the Chicago *Tribune*, and more recently of the Automobile Blue Book Publishing Co., has joined the selling staff of the Thomas Cusack Co., outdoor advertising, Chicago.

Getting Dealers to Display Merchandise Packages

Notes from the Experience Book of a Grocery Jobber

By John M. Schlachter

With R. A. Bartley, Wholesale Grocer, Toledo, Ohio

MOST manufacturers rely upon the retailer to display their merchandise packages—for his own self-interest. Nevertheless many progressive manufacturers are taking no chances. They are making sure their packages are being displayed by offering special inducements which make it decidedly worth the merchant's while to display the goods. Naturally, the means employed are designed to fit the business and goods and to secure the greatest amount of co-operation from the dealer and the most prominence for the goods.

A large advertiser of cereal products gives the retailer two or four dozen packages free, according to the size of the order, provided he will hook up with the general advertising by putting in a window display and feature the goods prominently for a week or ten days.

This plan not only arouses his interest and secures his co-operation and good will but also makes it possible to obtain a larger order than he would buy under ordinary circumstances.

A manufacturer famous for his summer beverages gives the retailer a rebate of 10 per cent on an order given to his specialty men and filled through the jobber, on condition that he feature the goods in window and counter displays for two weeks. Furthermore the jobber's paid invoice must be sent to the factory and accompanying it must be a photograph showing the window display.

This method has the advantage of appealing to the merchant's desire for gain. He gets cash for just a little personal effort. By requiring him to show the evidence of his work, he is linked up

with the advertising campaign of the manufacturer.

Now and then there is an enterprising salesman who is willing to give extra service to his customer. Such a salesman placing canned milk and at the same time locating and supervising window, counter and other forms of display, found a particularly desirable corner window. The storekeeper was of rather an indifferent type and therefore failed to get the benefit of his fine location. His windows were unwashed and untidy and the general appearance discouraging. It was, therefore, necessary to do the job from the beginning. He began by purchasing ammonia and cleaning powder and a scrub brush—these, combined with elbow power, transformed the window space into a fine setting for the display he erected with his own hands.

ACKNOWLEDGES WHOLESALERS' ASSISTANCE

This testimony comes from an Eastern manufacturer, who is also a big advertiser:

"That our goods enjoy such liberal display in the retail groceries is due largely to the splendid work of our salesmen and to the help of the wholesaler. Our men utilize Saturdays to a large extent in working with the retailer, displaying our products, arranging for window trims and the like.

"We always keep on hand a good supply of panel window trims, street car cards and like material. These features make good windows when used in connection with groups of empty packages. We also have for the use of our salesmen in calling on the trade, books of photographs showing windows that have proved especially successful and



Liberal — and Loyal

Liberal with their families
and loyal to their dealers
and their favorite brands

— these big, 5-plus
Youth's Companion
Families

THE YOUTH'S COMPANION .. For All the Family
BOSTON, MASSACHUSETTS

New York Office: 1701 Flatiron Building Chicago Office: 123 So. Michigan Boulevard

attractive. The dealer is often influenced to give our products prominence in his windows by looking at these photographs. It is at times the part of good judgment to make some small contribution either in merchandise or a monetary gift."

A manufacturer whose trade-marked goods are known throughout the Mid-West and rank high with the consumer, very frankly admits that for a long period he went upon the theory of keeping the cost of displays down instead of bringing out attractive, snappy, quality displays.

His admission is decidedly unique and his comments are worthy of the attention and consideration of advertisers everywhere.

"For a number of years," says the manufacturer, "we went on the theory of 'anything is good enough for the grocer' with the result that we got no co-operation from our men or from the grocer. As a matter of fact, we found stocks of our own advertising matter in our warehouses that our own men were ashamed to put up. True, this kind of advertising matter didn't cost much, and that is about the only advantage it did have.

"Since that time our tactics have undergone a very marked change. We have found by experience the best way to get merchants to display merchandise packages is to give them packages that are so attractive they will take pride in them.

"We work on the idea of giving the merchant few displays but are sure the ones we do give him are the best and most attractive it is possible to buy. We then "sell" our salesmen the displays and packages so that they, too, are proud of them. They then take bona-fide orders from the retailers for these displays and are careful to take them only from merchants who they believe mean business."

A manufacturer of cleaning products who is a staunch believer in displays and in getting the goods where the prospective buyer can see them, says: "We have an advertising man who

travels from store to store. When he comes across a wide-awake merchant—one who believes in good exhibitions—he arranges to trim his windows and set up other displays at once. We are so sure of the value of displays and in getting the retailer interested that we often allow a merchant an advertising allowance in return for his displaying our goods."

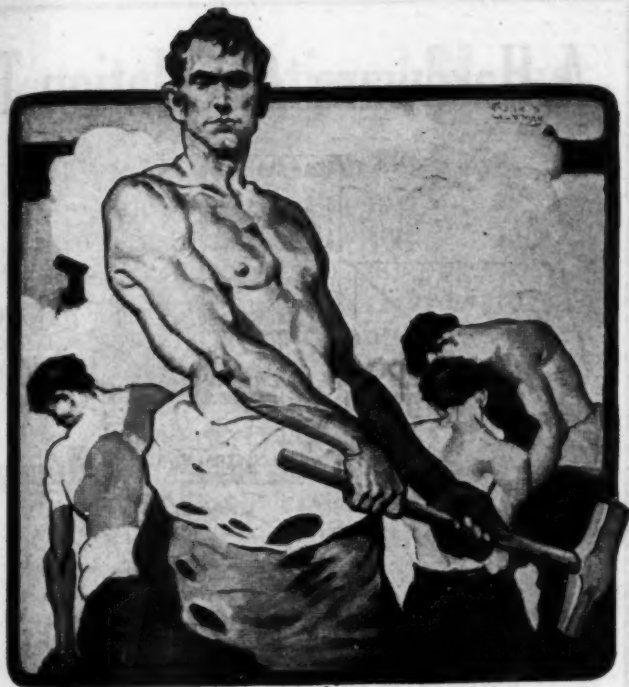
A feature that often brings ready response, particularly in the case of the small dealer and of the country merchant, is the offering of goods the storekeeper can use or sell—paper bags, twine holders, long arms for reaching goods on upper shelves, tobacco cutters and a large variety of other items, provided he will dress his window with the ready-to-set-up display you furnish.

In larger communities and cities, occasionally the broker representing the manufacturer or the salesman who happens to be on particularly good terms with the clerks in the store will agree to pay one of them if he will trim the window with the manufacturer's goods.

Right in line with this is an important consideration. It seems to me most manufacturers who offer the retailer window displays, cut-outs, advertising and dealer helps in general are missing an opportunity by not advising the jobber and his salesmen of just what they have to offer. It would be most helpful if such manufacturers would furnish the distributors' salesmen with a list of such material and its uses, for many times they are asked for advertising matter and sales boosting helps.

This is particularly true in the case of a new merchant, who is desirous of obtaining any good advertising matter that will assist him in establishing himself as a reliable merchant and one handling well known and advertised goods.

Changes are constantly going on and the opportunity to put your dealer helps into hands that will appreciate and use them are daily bobbing up.



Brute=Power

IT'S the tremendous, persistent hammering of one Dominant Idea that welds sales. It is our firm conviction that every advertising campaign should be born of a Dominant Idea that fairly writes itself into vivid advertising—translates itself into hundred-point salesmanship.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.



MJUNKIN ADVERTISING COMPANY

CHICAGO ·
55 S. WABASH AVE.

NEW YORK ·
450 FOURTH AVE.

CLEVELAND
NEWS LEADER BLDG.

A Hardware Circulation Th



There is ONE hardware paper that penetrates to every nook and corner of the country covering thoroughly the buying power and the **SELLING** power of the hardware trade.

That paper is **HARDWARE AGE**, which for sixty-five years has recorded the achievements, anticipated the changes and co-operated in the successes of hardware merchandising as it energetically expanded from the Atlantic area to the Pacific coast.

Th saturates the National Market

HARDWARE AGE stands among the few business papers in any field that can show a positive **PAID** national circulation based upon a vital, irreplaceable need. Hardware retailers and jobbers throughout the nation are dependent upon its weekly commodity price and market report service—a service attempted by no other paper in this field—a service that is an every-day business necessity for every progressive dealer and jobber.

The proved business value of **HARDWARE AGE** is strongly reflected in its advertising pages. Here will be found the selling messages of practically all of the great manufacturers of hardware in the country. Most of these use **HARDWARE AGE** exclusively in its field.

To saturate the national market, employ the dominant attention-value that **HARDWARE AGE** gains for you by satisfying a vital business need.

Hardware Age

239 West 39th Street, New York City

*Charter Member of Audit Bureau of Circulations
Charter Member of Associated Business Papers, Inc.*



No Profiteering Here!

BASIC BOND

MADE IN U. S. A.

A Whitaker Standard

A GLANCE at our current list proves that BASIC BOND is still *basic*, in price as well as in quality. What you pay is governed not by our guess as to "what the traffic will stand" but by the actual cost of manufacture.

THE WHITAKER PAPER COMPANY

CINCINNATI, OHIO

BALTIMORE
RICHMOND, VA.

DETROIT
BOSTON

ATLANTA
NEW YORK

BIRMINGHAM
COLUMBUS, O.

Denver . . . Peters Paper Co. Division
Chicago . . . Thoms Bros. Co. Division

Dayton, O. . . Keogh & Rike Division
Pittsburgh . . . Hartje-West Penn. Div.

Indianapolis . . . Indiana Paper Co. Division



A Worker Writes About Lord Leverhulme

What One Employee Thinks About the Manufacturer of Sunlight Soap

[EDITORIAL NOTE—The English magazine, *Impressions*, recently offered prizes for a story on "Who Is Great Britain's Best Employer?" Out of the large number of answers written by employees about the men they work for, the following by Frank Mayman, a worker in Lord Leverhulme's business, was awarded first prize. In view of the great success of Lord Leverhulme's methods, the article is reproduced, in part, for the benefit of American executives.]

IN claiming that Lord Leverhulme is "Great Britain's Best Employer," I am conscious of a feeling of hesitation, owing to the fact that he is already known throughout the civilized world as one possessing a very high ideal in regard to (1) the relations which should exist between employer and employee, and (2) the welfare of the latter—physically, educationally and morally; also as one who is by no means content with theorizing upon his ideal, but has consistently endeavored to realize it in the great commercial concern of which he is the head, Lever Brothers, Limited, of Port Sunlight, Cheshire.

Whilst harboring this feeling of diffidence, however, I am encouraged by the presence in your query of the small but very important word "Best," as it occurs to me that, although my worthy chief is undoubtedly recognized as "*one of the best*," it has still to be established that he is "*the best*." As I hold the emphatic opinion that he is *the best*, it is with pleasure I endeavor to prove my contention.

In order to fill successfully the rôle of ideal employer, a man must possess certain qualities of heart and mind. These, I suggest, are: absolute integrity; a strong natural sympathy for all those whose interests, as workers, are bound up with his in the conduct of his business; a standard of personal conduct and of personal business efficiency which will make him a worthy example for the whole of his employees to follow and profit by; and a desire

and determination to be equally just to all, allowing no favoritism.

I have no hesitation in asserting that these qualities are possessed by my employer in a marked degree. The several attributes I will take in the order already named.

EMPLOYEES TRUST HIM

This need not, I think, be dwelt upon. During the whole of his career Lord Leverhulme has been noted for his integrity, and there is no doubt that this has been one of the most important factors in his exceptional success as a business man and an employer. If personal testimony were required as to his straight dealing and fairness in all commercial and private transactions, this would be readily derived from many and varied sources, including tens of thousands of customers, the great majority of whom have traded with us, without a break, for a long number of years. I can say with perfect conviction: "What Lord Leverhulme promises, that he fulfils. He is slow to commit himself, and submits every proposition to the most searching criticism; but his decisions, when once made, are binding. His word is his bond."

That Lord Leverhulme has a strong natural sympathy for his fellow man, would be testified to, if such witnesses could be called, by people in every rank of life, from the unskilled laborer to the most exalted personages in the land; and his interest in the welfare of children, and delight in their company, are so well known as to have become proverbial.

For his employees he shows his sympathy in a thoroughly practical manner—by doing all in his power to help them to help themselves, to fit themselves physically, mentally and morally for the battle of life. He says to them in effect: "Help yourselves and I will help you." Any intention of extending phil-

anthropy towards his employees he disclaims, maintaining that the advantages of his policy are mutual, as, whilst it benefits the employee, the firm is amply recompensed for any outlay or effect entailed by securing for its service the best that can be obtained, not only in brain and muscle, but also in those very real business assets, willingness and loyalty. His policy has been fully justified by results, as shown by the immense success of his undertakings and by the very real and very strong spirit of brotherliness and mutual helpfulness which exists between himself and his directorate and the many thousands of employees, rendering business life a pleasure to all.

Those who have visited Port Sunlight will have seen for themselves how Lord Leverhulme's foresight and enterprise have provided for the well-being of the great band of workers employed at our famous works. In passing through the factories they would find that the health and comfort of the workers have been studied with the utmost thoroughness and regardless of expense. Here are perfect lighting and ventilation, also dining and tea rooms, where the best of food, excellently cooked, is supplied at prices based upon the cost of the food only. For the female employees there are rest rooms; also hot water baths, free of charge and available during working hours.

Surgeries are installed, with periodical attendance of qualified medical men and replete with every modern appliance for prompt and efficient treatment in case of accidental injury or sudden sickness, with a highly-trained ambulance brigade, drawn from the ranks of the workers, as an auxiliary.

Turning to our village, we have our open-air swimming bath, gymnasium, tennis courts, girls' club, football and recreation grounds, bowling green and miniature rifle range; also our men's social club, where a game of billiards, chess or draughts may be indulged in and

the newspapers and magazines perused.

Then we have concert halls, free library and museum and art gallery; also village schools, where the most up-to-date methods and equipment are employed and perfect hygienic conditions prevail. We have our stately church, with its spacious and beautiful interior. Add to this list the cottage hospital, with its admirable arrangements for the nursing of serious cases of accident or sickness; the technical institute, for evening classes in a wide range of commercial and technical subjects; the staff training college; allotment holdings; and last, but by no means least, the privilege of living in model houses, commodious and well-planned internally and outwardly a joy of perfect architecture, each with its velvety grass plot, carefully tended at the expense of the firm, and you have a catalogue of advantages which is, I do not hesitate to claim, unique amongst the industrial communities of this or any other country.

I should like to describe more fully our village and its institutions, but the space allotted for this article will not permit. Port Sunlight is so well known, however, from frequent descriptions in the magazines, in the public press generally, the circulation of books published from time to time, notably "Port Sunlight, a Record of Its Artistic and Pictorial Aspect," by T. Raffles Davison, Hon. A.R.I.B.A., and the visits of many thousands of the public (as many as 60,000 annually), that probably my cursory reference will suffice.

One thing I should like to emphasize, however—that there is no "jerry" work at Port Sunlight. The thoroughness which is a leading characteristic of its founder, and one of the principal factors in his remarkable success, has been supplied throughout. He asks the best in the way of service, but he also gives the best, no matter what degree of effort, time or cost may be entailed.

There are very few business

Let These 17 Live Dailies Boost Your Sales in Indiana

This State, ranking among the Nation's leaders in agriculture, stock raising, manufacturing and general trade, offers

One of America's Richest Markets

Indiana manufactures more than \$1,000,000,000 of products and sells more than \$100,000,000 worth of live stock yearly. Its annual crops are valued at \$300,000,000.

Bank deposits in the 17 cities named total not less than \$65,000,000. A large percentage of the population owns automobiles and the famous Good Roads system of Indiana, supplementing the many railroads, brings thousands of visitors into the State each month and also gives farmers and other residents of the rural sections ready facilities for travelling to the larger towns for trade.

In addition to covering intensively their home towns, these dailies circulate in neighboring communities and the flourishing agricultural sections reached by R. F. D. routes.

The publishers offer intelligent co-operation with local dealers.

Paper	Sworn Cir.	Sworn inch Rate
ALEXANDRIA TIMES-TRIBUNE Lamp chimney and fence factories, paper mills, glass works, etc.	955	15
ATTICA TRIBUNE Manufacturing center of bridges, garments. Steel foundry. Quarries.	1000	15
BICKNELL NEWS Agricultural and mining district. Coal mines; brick and tile works.	3626	20
FRANKFORT CRESCENT NEWS Manufacturing center and farm region. Clover Leaf R. R. Shops.	2142	20
GREENCASTLE BANNER Manufactures carriages. Steel mills. Ships grain, live stock.	1500	20
GREENFIELD REPORTER Furniture, glassware, canning factories. Flour mills. Farm district.	2000	20
GREENSBURG TIMES Manufactures flour, carriages, lumber, iron castings. Farm district.	1925	15
HARTFORD CITY TIMES-GAZETTE Glass interests, paper pulp mills. Agricultural section. Gas, oil.	2380	12
LINTON CITIZEN In coal mining and farming district. Ships live stock and grain.	2350	25
MADISON HERALD Manufactures steamboats, furniture. Agricultural center.	1340	15
MONTICELLO JOURNAL Flour mill, planing mills, cement block, etc. Thread factories.	800	15
MONTPELIER HERALD Machine shops, sawmills, stone quarries, office Standard Oil Co.	942	10
MT. VERNON DEMOCRAT Trading center, shipping point for grain, oil, live stock. Farming.	905	18
NOBLESVILLE LEDGER Trade center farming region. Lumber, tire factories, iron works.	2914	18
SHELBYVILLE NEWS Has largest rural route circulation in Shelby County. Trade center.	1865	22
UNION CITY EAGLE Manufactures flour, lumber, autos. Agricultural trade center.	1004	15
WARSAW TIMES Manufacture of lumber, furniture. Ice industry. Trade center. Grain.	2910	20

REPRESENTED BY



New York, Chicago, Washington, San Francisco

men who have not heard of the Co-partnership Trust of Lever Brothers, Limited, which was formed in 1909, with the object of admitting to partnership all employees, both male and female, of twenty-five years of age and five years' service. The age has since been reduced to twenty-two and the term of service to four years.

So much has been already written and spoken upon this admirable scheme, that I need not attempt to describe it in detail, and full particulars are gladly supplied by the firm on application. It is acknowledged as our chairman's crowning achievement. Probably no scheme having a bearing upon the vexed question of capital and labor has ever been so much studied and discussed, and I venture to say that no scheme has ever been so enthusiastically welcomed and cordially supported by any body of employees.

Another fine example of our chairman's thoughtfulness for his employees is "The Employees' Benefit Fund," for the provision of old age pensions, commencing at the age of sixty-five for men and sixty for women. This fund is sustained entirely by the firm, no contribution being asked from the employees.

Doubtless the question has often been asked, "Is there no finality to Lord Leverhulme's schemes for the betterment of his employees?"

Those who know him well would have no hesitation in answering by a decided negative. As he has gone on for so many fruitful years, so will he continue to the end. As all the world is now aware, his co-partnership triumph has been followed by a plan to grant his employees a six-hour day. This has not yet been put into operation, but there seems every prospect that his thought, study and labor will find practical expression in the near future.

Lord Leverhulme's life may be said to have been devoted in the main to three objects: first, to his home and family; second, to the care and extension of his business; third, to the whole-hearted fur-

therance of innumerable schemes for the betterment of his employees.

Many other interests he has always had—indeed, their name is legion—but they have invariably been made subsidiary to the three I have named.

In referring to his activities apart from the root-objects of his life, a very long list might be given, but it must necessarily be curtailed. As instances, however, I would mention that he is a great and versatile reader, his range extending from the learned and philosophic treatise to works of fiction, with a preference in fiction for the humorous story. He is a prolific writer and platform speaker, chiefly upon the problems of capital and labor, on which he is an acknowledged authority. He is also a connoisseur and devoted collector of art and antiques, as evidenced by his splendid (and in some respects unique) collections, which have from time to time been housed at Port Sunlight for the pleasure and instruction of his employees.

Lord Leverhulme is also noted for his hospitality, especially in regard to his employees, to entertain whom, as I know from personal experience, is one of his greatest pleasures. Upon innumerable occasions prior to the war his homes at Thornton Hough, Cheshire, and Hampstead Heath, near London, were the scene of delightful gatherings, when the host and his family gave evidence of their democratic spirit by casting aside all formality and joining the dance, the game, or the conversational circle with characteristic freedom and friendliness.

But his greatest pleasure is derived from his love of children. Nothing ever delights him more than to provide treats for them and to mingle with them. This is evidenced particularly upon the occasion of the annual Sunday School Treat, which is invariably held in the park at Thornton Manor. Here he entertains several hundreds of children, with their teachers, in lavish manner,

(Continued on page 105)



A Packed Audience—The Largest and Most Exclusive Theatre in the World— —and a Universal Industrial Film!

The above picture shows an audience of 5,300 people assembled in the new Capitol Theatre, New York. The occasion was the showing of a Universal Industrial Film, entitled "Careless America," which we created for the Firestone Tire & Rubber Company. Its purpose is to educate the American public to the urgent need for "safety first" in regard to automobile traffic.

During the past two years the first edition of this film has been featured all over the United States and has secured hundreds of thousands of lines of free newspaper publicity for our clients, in addition to the vast publicity emanating from the screen itself. The showing at the Capitol Theatre, mentioned above, obtained over ten thousand lines of reading notices from New York and out-of-town papers both before and after the event.

The committee identified with the featuring of "Careless America" at the

Capitol Theatre consisted of over one hundred of the most prominent people in our national life, as evidenced by such names as John D. Rockefeller, Jr., Otto Kahn, Judge Frederick Housser Vincent Astor, Henry Caldwell, Coleman DuPont, etc. The Secretary of New York State, Francis M. Hugo, introduced the picture "Careless America" to the audience; Commissioner of Police, Richard E. Enright, presided over the gathering, and an address was also made by Dr. William L. Eitinger, City Superintendent of Schools.

The fact that this remarkable publicity was accorded a Universal Industrial Film is significant. It is the type of publicity which is unsurpassed by any other force or medium. It should lead you to ask just what we can do for you. Our answer is: Ask any of our hundred odd clients—they KNOW.

It may cause you to communicate with possibly, Mr. Tim Thrift—American Multigraph Co., Cleveland, Ohio; Mr. L. E. Honeywell—National Acme Co., Cleveland, Ohio; Mr. Lynn Sumner—International Correspondence Schools, Scranton, Pa., or any of the other concerns whom UNIVERSAL has served with invariable success.

We invite your correspondence and suggest that you ask us to submit a plan covering your individual requirements.



UNIVERSAL FILM MANUFACTURING COMPANY
(Carl Laemmle, President)

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe. Studios and Laboratories—Universal City, Cal., Fort Lee, N. J.

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The distributors listed are ready to serve you with samples. Be sure your name is on the mailing list of our nearest distributor so that you receive the Mill Price List monthly.

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BBETTER paper, better printing, better character of circulation—these advantages are offered you by the

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providing merry-go-rounds, Punch and Judy shows, and all the other attractions of a Country Fair. Huge marquees are erected and innumerable tables are laden with dainty comestibles.

Many would stop here, but not so Lord Leverhulme. He likes to be amongst them, organizing and joining in their games. I have seen him, on these occasions, the centre of fifty laughing little ones, frolics with them like a big, jolly schoolboy. They would cluster round him and if he tried playfully to evade them they would seize him by the hands, or cling to his coat-tails, or try to round him up, tugging and pulling and pushing him this way and that; but the greater the liberties they took the more he liked it.

Could any employer set a better example of conduct?

His motto is "Service." In business hours he strains every effort to render the best possible service to his customers, the public; the rest of his day (a sixteen-hour day, by the way) he devotes to the service of his family and friends, his employees and the State. As a servant of the State he has filled, with thoroughness and distinction, many responsible and onerous positions, such as High Sheriff of Lancashire, etc.; at present he is proving an extremely popular mayor of his native town, Bolton; and as a member of the House of Lords he has already made his mark.

EQUAL OPPORTUNITY FOR ALL

Throughout the whole of his business career (a goodly portion of which I have had the privilege of watching at close quarters) it has been the policy of Lord Leverhulme to encourage his employees to develop the best that is in them. He says to them in effect:

"I want every man, woman, boy or girl in my employ to have an equal opportunity to cultivate and give expression to whatever gifts nature has endowed them with. I recognize that all are not endowed in the same degree—some are so gifted as to be capable of rising to the highest positions the

firm has to offer, whilst others can only hope to occupy humbler spheres of service and achievement—but all are to have a chance to show what they are made of; these are to have the fullest possible scope for development and application."

In order that this policy shall be carried out to the letter, he cordially invites any who consider they are being overlooked to bring the matter to his personal notice for discussion and adjustment.

In the early days of my service with the firm, what impressed me most, and gave me the greatest feeling of satisfaction, was this total absence of favoritism. I found that all, from the office boys to the managing director, were entirely upon their merits. In making additions to the staff, or considering promotions, the question was not, "Who recommends you?" but "What can you do?" If you were equal to your job, your job was secure; if you wished for a better job you would have to prove yourself fit for it, but with the advantage that every encouragement and assistance would be extended to you by the firm in furtherance of your ambition.

I venture to say that this fair and just policy of treating all upon their merits has been one of the principal factors in the immense success of Lord Leverhulme's undertakings. It has prevented all sense of injustice, than which there is nothing more disheartening and demoralizing; its sustained application throughout the career of the firm has imbued all with the absolute conviction that according to their ability and the degree of energy they put into their efforts to serve the firm, so will be the measure of their success.

Furthermore, this equitable policy has been the root cause of the growth of a bond of brotherhood and mutual helpfulness, not only between employee and employee, but between employer and employee, which is extending and strengthening year by year under the wise and untiring leadership and example of our revered chief.

Latin-American Countries Don't Want Pirated Trade-Marks

Delegates to Pan-American Financial Conference See Need of Greater International Trade, Which Full Trade-Mark Protection Would Bring

A DEQUATE trade-mark protection for North American manufacturers received definite attention during the recent session of the Second Pan-American Financial Conference. The wholesale attempt of a Portuguese, Manuel de Silva Carmo, to pirate the trade-marks of a number of leading American automobiles and control them in many European and South American countries greatly stirred up the American Manufacturers' Export Association and the National Automobile Chamber of Commerce and deeply interested all American manufacturers.

As the Second Pan-American Financial Conference was shortly to meet in Washington when the exposure of this latest trade-mark piracy was reported, Herbert S. Houston, the editor of *La Revista del Mundo*, who had been appointed an official delegate to the Conference, determined that the subject of trade-mark protection should receive attention.

PRINTERS' INK asked Mr. Houston for a statement of the action taken by the conference in regard to the matter and he replied as follows:

"On learning of Carmo's wholesale burglary I immediately wrote to the automobile associations, that were directly concerned, the Association of National Advertisers, and to a number of leading advertising agencies and important manufacturers, asking for any information they had with respect to the piracy of trade-marks in the Latin-American countries. A good deal of information was immediately forthcoming. This reached me just before going to Washington to attend the Conference. I was able to re-enforce it extensively by a great deal of information that was placed at my disposal by Mr. Kennedy, Chief of the Bureau of For-

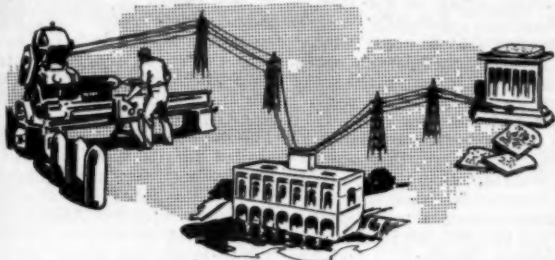
eign and Domestic Commerce, and by Mr. Newton, Commissioner of Patents. This information was put in circulation among the twenty-one group committees, one for each republic, into which the Conference was divided. Practically all of the twenty-one group committees took action favorable to complete trade-mark protection; and the Committee on Resolutions for the entire Conference, under the chairmanship of John Bassett Moore, presented this recommendation, which was unanimously passed:

"Whereas, The International Bureau, at Havana, for the registration of trade-marks, as provided in the Convention adopted by the Fourth International American Conference at Buenos Aires in 1910, has been opened and is in successful operation.

"Resolved, That the Conference recommend the early ratification of that Convention by all the American countries that have not so far ratified it, to the end that its provisions may be effective throughout the Americas.

"Meanwhile, it is suggested that, pending the establishment of the International Bureau at Rio de Janeiro, consideration be given to the use of the Havana Bureau by countries of the Southern Group that have ratified the Convention."

"It is only fair to say that the delegates from the Latin-American republics, and among them were eight finance ministers of their respective countries, showed a most friendly disposition as well as determination to do everything possible to secure for North American manufacturers adequate trade-mark protection. They saw at once that this would result in greater trade between this country and their countries, which they all desired, and what was even more to the point, it would



From Shells to Toast in Thirteen Months

Thirteen months ago the power consumption of a big hydro-electric company dropped off 100,000 kilowatts. Munition making stopped short.

At once the company set out to build up an "appliance load"—to put electric toasters, vacuum cleaners, washing machines and the rest of the splendid family of home labor savers in the customers' homes and on the company's lines.

The plan worked. Today those appliances are using all of the 100,000 k.w.—and 25 per cent more besides.

It has taken one husky demand to make this happen in thirteen months!

And this eager market for electric appliances is not a local condition. It exists from one end of the country to the other. Every home's a prospect!

ELECTRICAL MERCHANDISING has seen this thing grow, knows *how* it is happening, and *why*. Through intimate contact with the problems of manufacturer, jobber and retailer, ELECTRICAL MERCHANDISING has helped to *make* it happen.

If you have a worthwhile product that fits this field, you need

Electrical Merchandising

One of the Eleven McGraw-Hill Publications

Tenth Avenue at 36th Street, New York

predispose this country to engage in permanent investment in Latin-American investments—and this is something which all the southern Republics definitely need. They realize that Europe, which has hitherto invested largely with them, must now be concerned with her own great problems of reconstruction and that they must seek credits and permanent financing with us. Therefore, they appreciated that fact that there was a sound commercial basis for their trade-mark action, quite independent of the principle of justice and fair dealing involved. And it must be said, without reservations, that our Latin-American friends were fully prepared to urge their countries to afford this protection on the ground of simple justice.

"It seems that such substantial progress had been made in North and South America that the American manufacturer can get the protection he needs if he will take action to that end. But of course, just as he cannot collect fire insurance on a policy he has never taken out, he cannot secure trade-mark protection for trade-marks that he has never registered. It is now possible, through registration in the Havana Bureau, at a cost of but \$50, I understand, to secure the trade-mark protection in all of the countries of North America, and it is now definitely proposed to have this Havana Bureau registration cover all of the countries that have ratified the trade-mark convention. This will cover all of the countries in South America except three or four and there was confident expression of the opinion in Washington that these three or four would almost immediately ratify this convention. Of course, when that is done, the trade-mark Bureau in Rio de Janeiro will open which will cover all of South America."

In this connection it is worthy of note that the House of Representatives, by passing the Nolan Bill (H. R. 9023) has taken the first step towards final ratification of the Buenos Aires convention on behalf of the United States.

The Senate is expected to concur promptly.

That the current belated action in the House of Representatives is a matter for congratulation there can be no doubt if we accept the view of certain trade-mark specialists who contend that, despite the President's proclamation of several years ago, this international trade-mark pact has waited for its full force and effect in the United States upon the final acquiescence by Congress. That was why the United States Senate was so anxious to act in the premises last season but could get no co-operation, at the time, from the House of Representatives. Indeed, the situation has been, in its disquieting possibilities, not unlike that which places United States trade-marks in jeopardy through the delay in signing the treaty of Versailles—a predicament to which **PRINTERS' INK** called attention in an editorial in the issue of January 29, 1920.

Secretary of the Treasury Carter Glass some weeks ago wrote a strong letter to the Chairman of the Patents Committee of the House of Representatives urging the passage of the Nolan measure and predicting that the registration system to be thus formally sanctioned "will render genuine and substantial service to the manufacturers and exporters of the United States." The bill, in its present form, has the endorsement of the United States Commissioner of Patents, means having been found to reconcile, in so far as international registration is concerned, the differences between the United States system which predicates trade-mark title upon use of the mark and the Latin-American practice whereby trade-mark title is vested in the first applicant for registration.

Evans-Ayers Company Formed in Detroit

C. R. Evans, formerly secretary and treasurer of the Wm. N. Albee Company, Detroit, and Jule Ayers have formed the Evans-Ayers Company in Detroit, to specialize in direct-mail sales promotion.

Reach the Retailer of Home Needs and Comforts



The
Grand Rapids
FURNITURE RECORD

The Furniture Merchant and the Home Furnisher has grown to be to-day's greatest distributor.

It is to him we must attribute this new national frame of mind. The new home with its many comforts, the 20th century housewife, the perfectly equipt household all reflect his good judgment and vision.

This retailer brings the miracles of convenience to our attention by advertising in his home town papers and teaches us the art of better living.

There is a retail paper that reaches him. A paper he reads because it has guided and inspired much of his wonderful development.

THE FURNITURE RECORD

A Paper With True Dealer Influence

For distribution and introduction of your product let us give you the facts on this wonderful new market.



The Periodical Publishing Co.

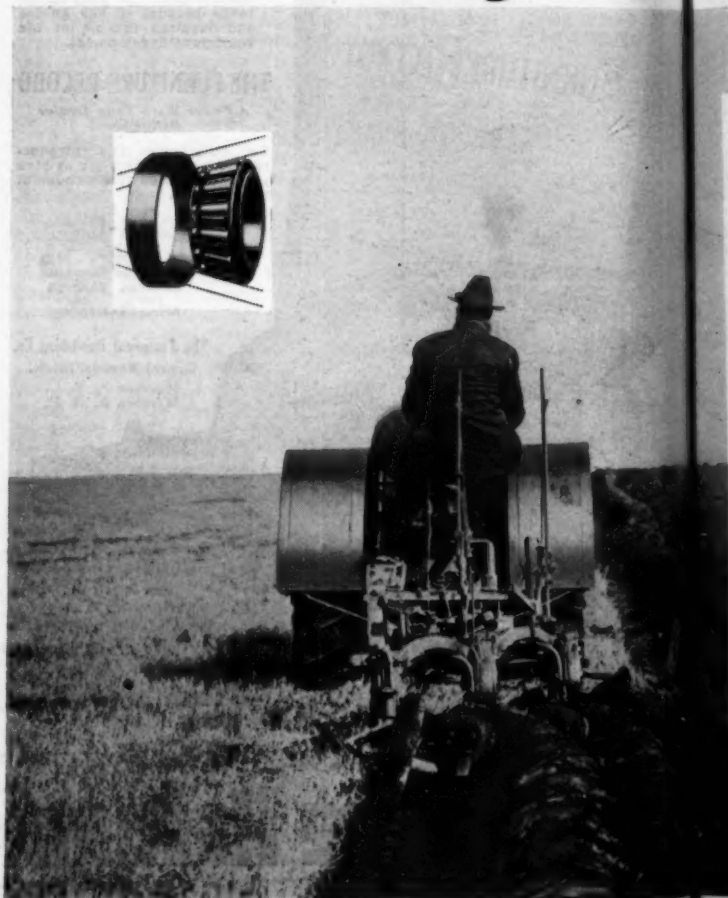
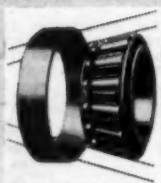
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Besides **TIMKEN** the clients
of Fuller & Smith are:

Aluminum Manufacturers, Inc.
The American Multigraph Sales
Company

The Austin Company
The Beaver Board Companies
The Beaver Manufacturing
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The Bourne-Fuller Company
Burroughs Adding Machine
Company

The Cleveland and Buffalo
Transit Company

The Cleveland Provision
Company

The Craig Tractor Company
Denby Motor Truck Company
Field, Richards & Co.

The Glidden Company
The Glidden Nut Butter
Company

Ivanhoe-Regent Works of
General Electric Co.

National Lamp Works of
General Electric Co.

R. D. Nuttall Company

The Osborn Mfg. Company, Inc.

The Outlook Company

The Peck, Stow & Wilcox Co.
Pittsburgh Gage and Supply
Company

H. H. Robertson Company
Hotels Statler Company, Inc.

J. Stevens Arms Company

The Timken-Detroit Axle
Company

University School

The Upson Nut Company

The Vulcanite Roofing Co.

The Westcott Motor Car
Company

Westinghouse Electric and
Manufacturing Co.

Willard Storage Battery
Company





The work of our artists is thoughtfully guided by men who understand the chief purpose of advertising.

They insist that every piece of art that comes out of this organization shall be calculated to arouse friendly thoughts of the business it symbolizes.

WILFRED O. FLOING COMPANY
1316 Garland Building
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Selling the Big Boss

Some of the Tricks Practised by Shrewd Salesmen in Getting to Interview the Man Higher Up

By Henry Burwen

I WAS cooling my heels in the anteroom of the executive offices in a large city department store, waiting for an interview with the president's secretary. A deliberate, mild-mannered individual entered, whom I recognized to be a successful salesman with a high-priced specialty whose units ran in price from \$600 to \$1,000 and whose sales ranged from one to a hundred units. Approaching the desk clerk he said:

"I'd like to see Mr. Wilton" (the president), *"if I don't have to wait."* Sharp emphasis stressed the last phrase of his statement. He passed over a card, with which the clerk disappeared, returning in a few moments to announce that Mr. Wilton said "he wasn't interested."

"Thank you," said the salesman, whose name was Gardner, and he quietly walked out.

About three weeks later I happened to meet this salesman and we got into conversation on various angles of selling. "Why," I asked, "did you attempt to see Mr. Wilton himself with your proposition? I shouldn't imagine you could get him to take the time to go into it personally."

"No," Gardner returned. "But that is part of my system. I have since seen Wilton and have a good start there."

"I make it an unvarying practice to get my proposition to the big boss and I will spend any amount of time to get to him rather than to start my proposition with his secretary."

"Not that I expect him to look into it himself—at least not at first; but I do want him to name the man who should look into it. Then I go to the under man and say 'Mr. President sent me to see you and ask you to look into this proposition.'"

"Even if there are not the di-

rect instructions to study into the matter, the psychological effect of my having been to the president secures me a higher degree of attention."

"If I go to the under executive first, nine times out of ten he pretends to a degree of authority he does not possess. He takes the attitude that *he* is the man to give the decision. Then after spending weeks, perhaps, in working upon him, I am told he is considering the matter and puts me off, when the real reason is that he is taking it up with some committee or his boss and possibly has not succeeded in selling his superiors."

"Then, although you may know this to be the case, you really can't go over his head—you have no excuse for going to the big boss who makes the decision."

A DOOR OPEN AGAINST REFUSAL FROM BELOW

"Reversing the procedure and working down instead of up, the door is left open to go back to the big fellow. My practice is to say to the under man: 'Now, I have had to work hard to sell you this idea and I want you to come with me to Mr. Big Boss and back up the story which I present.' There can be no assumption on his part that he is the 'one and only.' If he suggests that he will take care of that part of it, I answer that it took me several years to learn to present my proposition, and that having had such difficulty in selling him, I could not expect him to be able to sell the man higher up."

"Another trouble," he continued, "which this method obviates is that of opposition which results from jealousy between the under officials. When it comes to inaugurating a new system which, when adopted, will be considered

a stroke of progress and credit due to some one for it, other officials want to get on the band wagon. Functions frequently overlap, and while I am telling the story of one man, another feels that he wants to put his finger in the pie. Consequently I have to sell the second individual as well. By getting the Big Boss to direct me to a certain individual, these petty jealousies are overcome, for the credit, if any, goes to the chief."

"But don't you have trouble," I asked, "in getting in to see these big fellows?"

"No; it sometimes takes time, but is no trouble. In all my experience there is only one man I have failed to reach. He was a public official and not a business man. You saw me get turned down at Mr. Wilton's office. It may have seemed to you that I took the turn-down easily; but that was only a part of my system.

"When I approach the desk clerk I always announce myself by saying: 'I'd like to see Mr. So-and-so if I don't have to wait.' The card which I present either bears no business announcement at all or it gives my address as a distant city. As I cover a large part of the country, this last is easy. I never sit down, but rather walk around and exhibit signs of impatience. If word comes back that my man can't see me I quietly leave. Two or three weeks later, however, I repeat the performance. In most cases I get to my man on the second or third visit.

"Whenever word comes out, as it frequently does, asking for my business, I say to the clerk: 'I have a message which can be delivered only to Mr. Brown personally; tell him that all I need is five minutes—three will be enough if I can do the talking.'

"If word comes out to please wait a few moments, I will wait possibly ten minutes, and then leave without saying anything.

"I have found when my card is presented for the second or third time these men will remember my previous call, and curiosity or courtesy impels them to give me

the interview. This is particularly true, if I had left on the previous occasion after being asked to wait a few moments. In such cases I have had it happen that my man would interrupt a conference to see me promptly the second time. My sole aim is to get the Big Boss to say to me, 'Go and see Mr. So-and-so.' That's all I need to give me a proper start."

THE COURSE OF A PROSPECTIVE ORDER, DOWN AND UP THE LINE

This salesman's methods have been unusually successful. In one instance they secured for him an \$80,000 contract from a chain of drug stores which had been previously solicited by many of the company's salesmen. Where other salesmen had started far down the line, this salesman started at the very top. He reached the president of the organization by the methods described—reached him on the third visit. He broached his subject by saying, "Mr. President, it is very clear to me now why you have never adopted the ——— system; it is only because you have not looked into the real things it can do for you. Now I don't want to take your time, but I do want you to designate what executive in your organization should study the proposition for you." He was referred to the general manager; and following his system, announced himself "with a message from Mr. President." Working in this manner, the matter reached an executive committee, and having sold them, appointment was again made for a meeting with the president, which led in a few days to the signing of the order.

Throughout the deal the salesman bore himself with the knowledge that final decision rested with the president himself. There was no assumption of unwarranted authority on the part of the general manager or his committee, and when the final stage was reached, he was able to ask for an appointment with the president without embarrassment or offense.

There are those who say there can be no uniform system for

Assembled in our organization is a wealth of artistic talent, a reservoir of creative power.

You tap that source, command its energies, in dealing with the management,—a management experienced in advertising practice, expert in art production.

From the time your idea is first roughly drafted until it is rendered in its final form, the management is watching, suggesting, supervising.

By making use of the facilities of our organization, manufacturers are assured not only of real art in their advertising,—but of relief from the responsibility of detail.



THE WELANETZ COMPANY INC.
2 East 23^d Street New York City



“Go Ahead— You Can’t Break It”

“Fold right through it. It will make a clean, straight crease, and the folder *will not be marred*—it is printed on Foldwell.”

THE printer speaks in no uncertain terms because he *knows* what he can expect of Foldwell. He knows that Foldwell is made with a rag base and that its fibres will bend over smoothly at the crease, whether folded with or against the grain, and not pull out into saw tooth edges. He knows this because he has demonstrated it on hundreds of jobs where perfect printing and lasting quality were demanded.

There is no paper manufactured to withstand the strain of rough usage as does Foldwell. If you would have your catalog, broadside or salesletter reach its destination with clean unbroken text and illustrations—specify Foldwell.

Note—We will gladly send our booklet, “Paper as a Factor in Modern Merchandising.”

Chicago Paper Co., Manufacturers
814 South Wells Street, Chicago, Ill.

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selling a product—that each case must be acted upon according to the individual circumstances. This salesman, however, follows pretty closely the same methods in all his selling. Variations from his standard procedure are only minor ones, such as writing the Big Boss from the hotel when an interview had been refused, stating he had a personal message to deliver to him and hoping he would therefore be given a five minutes' audience when he called the next morning at ten o'clock. Long experience has taught him what system brings most effective results, and he has found that substantially the same plan works with different types of prospects.

THE SHAH OF PERSIA SELLS THE CZAR

Getting to the Big Boss first requires audacity. But it pays. In another case a salesman had attempted to get to one of the heads of a large shoe manufacturing plant, but on each of several visits was let out with the announcement that "Mr. Brown was engaged." He tried telephoning, but received the same response. After repeated attempts he conceived a daring plan. Calling on the telephone, he reached the executive's secretary as usual. This time, however, when asked his business, he announced, "This is the Shah of Persia talking. I want to talk to the Czar of Russia!" (This was before the days of the Bolshevik.)

"W-w-what?"

Blandly came over the wire: "This is the Shah of Persia; I want to talk to the Czar of Russia. Connect me with Mr. Brown." It worked—probably through fear of the secretary that this might be some joking friend of Mr. Brown. "Hello," said the salesman, as Mr. Brown came on the wire, "this is the Shah of Persia. There is a table reserved in your name at the Windsor Hotel dining-room, twelve o'clock. I wish to meet you there at that time sharp."

Mr. Brown came promptly at noon and found the salesman

awaiting him at the table. Fortunately he was a man with a sense of humor as well as a sense of curiosity—and when they were through Brown paid for the lunch!

How many have beaten their energy out against the indifference of over-important under executives; or having sold the Little Boss find themselves put off with excuses and waste time calling again and again, because the Little Boss, overawed by his superior, has put the proposition to him weakly and fails to receive approval; and is too vain to admit that fact to the salesman!

It requires a bit more of bigness than the average salesman possesses to go to the Big Boss first; but as one manager advised: "It doesn't matter how big a position your prospect holds, he has only two ears, two eyes, one nose, one pair of arms, and one pair of feet—which is exactly the same as you have—and he's just the same kind of human being!"

Why an Agency Chose a Slogan

JOHNSON, READ & COMPANY, INC.
ADVERTISING

CHICAGO, December 31, 1919.

Editor of PRINTERS' INK:

We have been very much interested in the slogans that you have been printing from time to time in your "clearing house."

In this connection we wish to call your attention to the little slogan which graces the advertising for our own company and which has appeared at least once in PRINTERS' INK, and we are sure will appear many more times during the coming year. "Build On Bedrock" is a slogan which we chose for ourselves after much careful thought and we believe it expresses the ideals of the members of this organization better than almost any other assortment of words that we could put together.

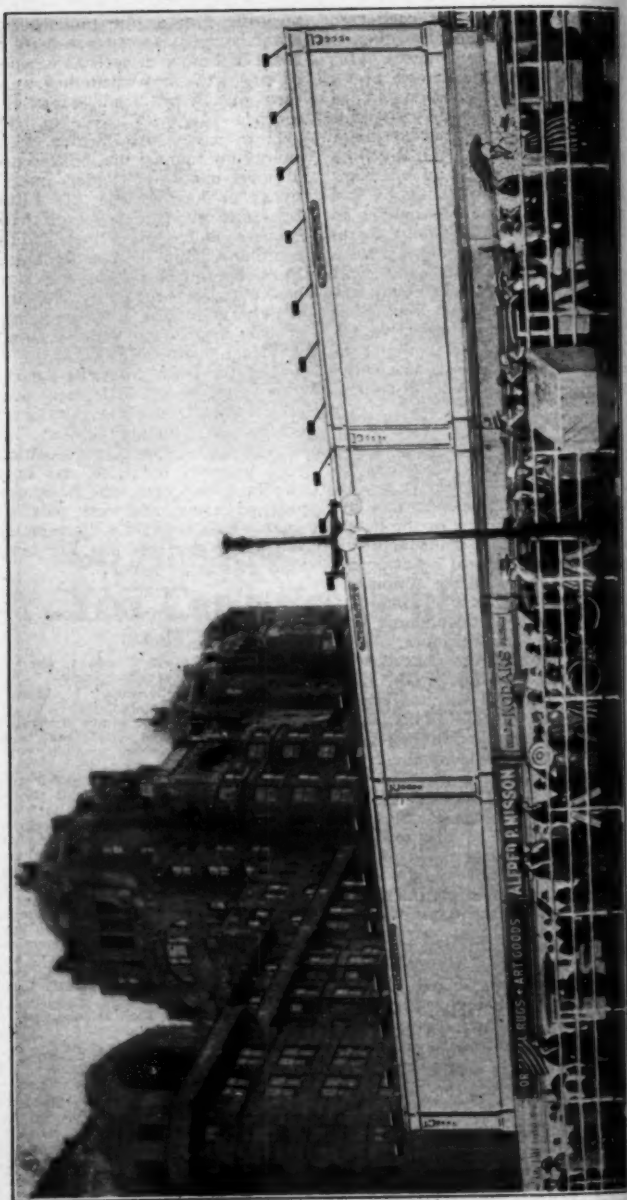
We hope you will find room for this in one of your "clearing house" lists.

ARTHUR T. LEWIS,

Copy and Plan Department.

"The American Golfer" to Be Issued Weekly

The American Golfer, a monthly published at New York, will be issued weekly beginning April 3. The weekly will have a flat size of 9¼ inches by 12¾ inches. W. J. Fawcett has recently been made publisher of this periodical.



The Finest Displays on the Board Walk

at

Atlantic City

3 Splendid Illuminated Bulletins

Size 16 feet high by 45 feet long each

AFTER all—there is only one board walk! It's at Atlantic City—the all year 'round resort.

There's one *real* outdoor painted display—right on the walk—facing the world famous promenade—seen by 10,000,000 visitors annually—from every state in the Union—what a wonderful national circulation!

We have secured this strategic location and offer it to advertisers who want to reach the multitudes at Atlantic City.

The cost is less than that of other national circulations—write us for details—we will submit sketches and all information you want.

The O.J. Gude Co. N.Y.

Outdoor Advertising Everywhere

**550 West 57th St.
New York City**

**People's Gas Bldg.
Chicago, Ill.**

A Selling Course That Cuts Down Factory Returns

Educating Salesmen to Protect Customers Against Themselves, Idea Behind "Y and E" Educational Department

By Roland Cole

THE melancholy days when salesmen went around looking for orders in about the manner of a hunter in the Maine woods looking for deer, with rifle and guide, and prospects few and far between, may never come again. Salesmen to-day look upon a regular customer as a man will look at another to whom he owes ten dollars—the other way. They look at prospects with complacency, secure in the knowledge that they are under no obligation to accept an order. How long this condition will last is an interesting speculation. Many concerns have doubtless simplified and shortened their educational courses for salesmen because the certainty of orders assures the new man a satisfactory remuneration from the start and thus permits him to gain his education largely through experience.

The problem to-day in many lines of business is not "how can we sell more goods?" but "how can we make goods fast enough to supply the demand?" Under such conditions very little attention is paid to methods of making sales or of analyzing the kind of sales made or of knowing what becomes of the goods after they are sold. Too few sales managers are making attempts to understand the situation. Many of them accept it gratefully and rejoice at the respite from the worries of other days when they were obliged to exert every resource of their selling organizations to keep their factories going full time.

But there is another side to the situation—the customer's side. When normal times return, as they must, if history is to be relied upon, may the customer not come to find out that many of the goods sold to him under the ex-

igencies of a time like the present, are lacking in quality or suitability, or that the volume of the purchases made at greatly advanced prices have been contributing causes to disastrous results in the customer's business? Will not the customer be apt to reflect in such a case that possibly advantage has been taken of him at a time when he was in no position to lay down nice stipulations in regard to how much and what kind of goods he wanted but had to take what was offered?

One firm at least has decided that in spite of the fact that its factory is months behind in the delivery of goods already sold, every salesman must give first consideration to the customer's requirements. This firm is the Yawman & Erbe Mfg. Co., of Rochester, N. Y., maker of office files and systems. Perhaps a description of the work of its educational department will best illustrate the manner in which this company is looking toward the stability of its future business. The following story sets forth an actual condition in the filing cabinet field and then shows how the company trains its new men to meet the condition in a way that results in better sales and better pleased customers.

TAKING AN ORDER AND LOSING A SALE

A salesman calls to see the office manager. "Name, please?" asks Miss Information. "Jones," says the salesman, "representing the Lookfine Filing Cabinet Co. I have an appointment."

Three minutes later. The office manager's secretary appears and hands the salesman an order form. The salesman looks at it and smiles. "Ten Steel Upright

13,153,546

That is the advertising lineage carried in 1919 by The Toledo Blade. It ranks among the records of the ten leading six-day newspapers of the country. The population of Toledo is about 285,000—twenty-sixth city in size—which makes the Blade's achievement a notable one. In advertising, in circulation (both in its total and its local figure), in prestige, in resultfulness, the Blade is

First in Toledo

Below are some illuminating figures. They prove the Blade's dominance in its territory. The local record is especially interesting, because many local merchants being on the ground, judge mediums on a day-to-day basis of actual results. They know comparative values. The Blade's local figures prove its eminence in its own market.

First in Local Advertising

Blade . . 9,008,352
Gain . 2,218,772
Next paper 8,078,049
Blade Lead 551,082

First in National Advertising

Blade . . 2,365,593
Gain . 1,117,011
Next paper 1,713,898
Blade Lead 476,714

First in Classified Advertising

Blade . . 1,779,601 Next paper 1,644,414
Gain . 600,515 Blade Lead 476,888

First in Circulation—Last Government Report

BLADE . . . 86,033

The Toledo Blade

NEW YORK
BOSTON

Paul Block

Representative

CHICAGO
DETROIT

The National Graphic Sales System

MOTION PICTURE ADVERTISING—PLUS

Gives the consumer the most powerful incentive to buy a manufacturer's product and to interest friends to buy it.

It focuses this demand upon retail stores adjacent to Motion Picture Theatres.

It enables manufacturers to concentrate intensive sales work in localities where maximum demand is developed.

NATIONAL GRAPHIC SALES CORPORATION

Gerald B. Wadsworth, *President*

50 East 42nd Street

New York City

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Cabinets and the necessary supplies, \$855," he reads. "Oh, boy!" and away he goes with a face like Santa Claus.

Two months after the goods have been installed there comes a message from the office manager for the salesman to call. "Mr. Jones," says the office manager, "the cabinets you sold me seem to be unsuited to our use." A conference ensues. The salesman spends a half day investigating the conditions and at last takes back four of the Upright Cabinets, and replaces most of the supplies with others more suitable for the office manager's needs.

The fine sale for \$855 dwindles to about \$600, and the Lookfine Filing Cabinet Co. has four cabinets to re-finish and a lot of used supplies to dispose of.

Who was to blame, the salesman? Yes and no. The customer should have investigated more carefully. But this is a general condition among buyers of office equipment. Business men seem to have an aversion to the careful consideration of filing systems, and leave the matter to the salesman.

What effect has this condition had on office furniture salesmen? They have fallen into the habit of gathering up the "easy" orders without much thought to the customer's needs.

The Yawman and Erbe Mfg. Co. recognized this condition as long ago as 1908, when its System Department was inaugurated with two objects in view, first, to provide material for educating the company's salesmen in the system uses of the goods they sold; and second, to provide a clearing house of system information for customers and assist them toward system improvement.

This move led to a complete change of policy in the education of the company's salesmen. Manufacturing instruction was subordinated to a knowledge of system and the customer's business.

Filing cabinets are used by manufacturing concerns, dealers, banks, insurance, companies, railroads, farms, professional men,

and everybody. A knowledge of everybody's business is a large-sized subject—larger even than learning the construction details of a line of filing cabinets and supplies. The "Y and E" line contains 4,000 stock items.

So here was a regular problem. How to take a new man, and give him in a few weeks a knowledge of the line and a knowledge of business systems. At first blush it looks like an impossibility.

When the company's educational department was started some thirteen years ago, new men were kept in training at the home office for four weeks. Some of them came out of school like poor little Bitherstone, crammed and dazed, and in their first week of actual selling forgot, with admirable rapidity, all that had been taught them.

Since then a steady evolution in training methods has taken place. To-day a six week's course gives the new man a knowledge of goods and uses of just the right proportion and amount.

"In this month's issue of our house-organ," said Ladson Butler, educational manager of the company, "we are showing the pictures of the thirty-five men who passed through the educational department this year. Of this number twenty-seven were salesmen, and so far not one of them has failed to make good. I realize that this is a tremendously high percentage, and I am probably the only person in the organization who believes it possible. However, for the undoubted successes which we have had so far we can place the credit squarely on two things: (1) extreme care in selecting the men; and (2) training them to look at the prospective sale solely from the customer's standpoint. This is nothing more or less than a practical application of the Golden Rule."

MR. BUTLER'S PLAN

During the first part the men study the actual metal, wood and paper products and learn to identify them from catalogues and factory trips.

During the second part they begin on the study of system and continue it for the rest of the course. This period of study is interspersed with actual work in the factory for a more detailed knowledge of factory methods. But system study predominates and the learning of constructional details only fills in the gaps. Some important things, such as estimating special goods, and card printing are learned by doing them. Others, like selling policies, credits, advertising, are imparted to the men by a series of interviews with department heads.

"We have learned through bitter experience," said Mr. Butler, "that customers must be protected against themselves. This is done by teaching our men something about the customer's business. And here's the way we do it:

"First, the salesman is told to imagine he is the customer. The manufacturing business is considered first. 'Suppose you wanted to go into business,' I tell the new men. 'What is the first thing you would have to do after your company was organized—that is, which department in a manufacturing business would have to be systematized first?'

"They are allowed to struggle with this question by themselves. It gives them a new slant on the whole proposition. Nearly always they arrive somewhere near the correct answer without help. I follow this method throughout the entire course. Sometimes it takes them a half hour to discover why the purchasing department must be properly organized first, in order that raw materials may be purchased, stock rooms equipped, cost systems worked out and sales and office records installed. Then I show them a model purchasing department in full operation, with systems for issuing requisitions, indexing catalogues, recording orders, filing correspondence, following up promises and carding prices."

The new salesman gains a comprehension in this way of the system requirements of a purchasing

department which he never forgets. It grounds him in the fundamental principles of the purchasing function of every business, large and small. It shows him how purchasing is related to all the other departments and how other systems grow out of it.

Imagine, if you can, how many different kinds of business systems there are. It would be impossible for an ordinary mortal to remember them. But when these are reduced to eight standard or fundamental systems, the work is easy. These eight are (1) purchasing, (2) stock, (3) cost, (4) orders and correspondence, (5) ledger and sales, (6) credit and shipping, (7) real estate and insurance and (8) professional.

After the men have studied the purchasing department, they are asked "what next?" Mr. Butler urges them to find the correct answer themselves, and they generally do. The materials purchased by the purchasing department must be stored and listed. So stock keeping is taken up, receiving goods, filling requisitions, the perpetual inventory and the other details.

A model stock room, with all its records, is shown them. Underlying principles more than the application of the system to particular conditions are emphasized. Stock record keeping, like the rest of the eight standard systems, runs common to thousands of businesses. A mastery of the principles of a system qualifies the new man to understand the stock keeping needs of a factory, a railroad, a hospital or a zoo.

"Now, to show you how this plan prevents careless buying on the part of the customer and enables the salesman to make sounder sales," said Mr. Butler, "let me tell you what happened to one of our men last month.

DECLINING AN ORDER TO MAKE A SALE

"This man went into a large city territory. He talked to the secretary of a wholesale dry goods house. The secretary gave him an order for an extensive vertical

'HEALTH'

A NEW DEPARTMENT OF

The RED CROSS MAGAZINE

CONDUCTED BY

The Surgeon General of the U. S. Army

The Surgeon General of the U. S. Navy

The Surgeon General of the U. S. Department of Health

If you are interested in selling or advertising any article which contributes to health—dumbbells to pure food products—The Red Cross Magazine should be on your list.

Today, The Red Cross Magazine has a bed-rock peace-time secured-on-merit-only circulation of a quarter of a million. There is also a large excess made up of old subscribing-membership circulation which will amount to many tens of thousands per issue for the next six months. This excess will not be charged for.

The advertising rate is \$640 per page; \$150 a line.

The RED CROSS MAGAZINE

Owned and Published Exclusively by The American Red Cross

124 EAST 28th STREET
NEW YORK CITY

A. B. C. Membership Applied For

Chicago

San Francisco

Boston



COUNSEL, ART AND TYPOGRAPHY
FOR ADVERTISERS

Bertsch & Cooper

In general, illustrators make illustrations—not advertisements. The distinction is important because framed original paintings build no prestige and sell no goods. The typographer, seldom consulted on the layout, and working with the least flexible materials, has finally to make something from cuts and copy that can be printed and read. Why should not the typographer work with the illustrator instead of after him, following a definite plan?

We take pride in being the first company of artists to produce advertisements complete from illustrations to typography. To own a composing room implies no great distinction, but to pioneer in putting into practice a fundamental idea suggests that we know our business.

We contend that the fancy of illustrator or designer should not be permitted to interfere with the typographer, whose business it is to get the message across, and so we set the type first if we can get the copy.

We are opposed to the old notion that the illustration

is "art" and the rest "just type." We believe it is all art—and all business.

Because we produce complete advertisements, we are continually working for improvement and novelty in every branch of the business. For instance, here is the latest type face designed by Oswald Cooper—the Cooper Series.

In sixteen years of work on national advertising we have learned respect for details. There is always plenty of enthusiasm in planning a campaign; rarely much of it in sitting up o' nights to see the details through.

59 EAST VAN BUREN STREET
CHICAGO

Cooper Series cast by Barnhart Brothers & Spindler, Chicago

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indexing system amounting to \$175 or so—a fine order in itself. Instead of taking the order and being thankful, he asked the secretary whether he might not see the filing cabinets in which the index was to be used and talk with the clerk in charge.

"After a two-hour investigation the salesman reported back to the secretary that the filing index ordered was totally inadequate. He asked for a two-day postponement and the privilege of another interview with the office manager."

The story is a very interesting one but too long to tell in detail here. The result, however, is significant. The salesman returned next day with his local manager. They spent the afternoon examining records, talking with department heads and file clerks. A day later they presented in writing a recommendation for a complete re-equipment of the company's offices with filing cabinets for all departments, many of them not previously equipped. This report caused the secretary to request a directors' meeting of his company. After an hour's consideration they called the salesman on the telephone and said, "We have decided to accept your proposition. How soon can you deliver?" "That sale," said Mr. Butler, "amounted to over \$3,000, for which there was no competition and no preliminary inspection of the goods purchased."

Many concerns get along without an educational department for years. Then they suddenly decide to have one, hire a man, equip a class-room with school desks and a blackboard and draw a long breath of relief. In many cases an educational department of this kind does more harm than good. When a concern teaches its new salesmen manufacturing minutiae and little else, it generally crowds out the salesman's selling ability and his better judgment. He is of no use to himself, a boomerang to his company and a menace to his customer. "But when you teach a new man something about your customer's business," said Mr.

Butler, "he may get you sore occasionally because he sides with the customer more than you think he should, but rejoice thereat, if you are wise, because when your salesman is satisfied you may feel pretty sure the customer is too."

Winning Members for Better Business Bureau

The Better Business Bureau, of Indianapolis, one of the most aggressive local vigilance organizations in the country, was engaged last week in a campaign to increase its membership for the coming year, thereby increasing its usefulness. During the week William P. Green, of the National Vigilance Committee, A. A. C. of W., was scheduled to make sixteen addresses on the building of good will, and others were to speak before organizations that could not be reached by Mr. Green on account of time limitations.

As an indication of the thorough manner in which Indianapolis approached the business in hand, it is of interest to note the variety of the meetings addressed by Mr. Green—all for the purpose of improving relations between the parties to a sales transaction. There were the editorial, advertising and circulation departments of two city dailies, the salespeople of four large stores and the employees of two banks, several clubs, the stock exchange, association of credit men, etc.

It was pointed out at the meetings that the Better Business Bureau is benefiting reputable business men, whether or not they are members, but that a stronger membership will be capable of rendering even better help for the next year.

J. T. Emery, "Red Cross" Advertising Manager

A. Eugene Bolles has resigned as advertising manager of *The Red Cross Magazine*, New York, and will devote his entire time to the management of *La Revista De Mundo*, the Spanish edition of *World's Work*, and to the direction of the United States advertising department of *La Nacion*, Buenos Aires, Argentina. Mr. Bolles is succeeded as advertising manager by J. T. Emery, who has been assistant advertising manager.

Eastern Provinces Will Have Farm Paper

A co-operative organization of farmers in Canada, styled the Organized Farmers' Movement in Nova Scotia, New Brunswick and Prince Edward Island, intends to establish a new farm paper as its official organ. This new paper will be known as *The United Farmers' Guide*, and will be published weekly at Moncton, New Brunswick. The first issue will appear on April 7.

MAY
1900

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MAY
1920YEARS OF DEVOTION
TO THE THEATRE

The Theatre Magazine

for its Twentieth Birthday will
Publish an Epochal Issue!

100,000 Guaranteed Circulation

THIS May issue will be the greatest contribution
ever made by a magazine to the annals of the
Theatre.

It will contain over two hundred pages brimful
of articles by and pictures of the most brilliant per-
sons associated with the stage—to-day and looking
backward for twenty years.

To be represented with advertising in this issue
is to carry your message to thousands of readers who
have a taste for good things and the means to
acquire them.

**Start Your Advertising Campaign
with This Birthday Issue—Or Bet-
ter, Start Now! Advertising in the
Theatre Magazine Brings Results!**

Western Representatives
Godso & Banghart

Pacific Coast Representative
E. Andrew Barrymore

New England Representative
Charles K. Gordon

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Is It Wise to Mark an Age Limit?

Older Men Not Always to Blame for Being Out of Jobs—"State Age" Expensive to Advertisers

By S. E. Kiser

WHY is it that in nearly every advertisement published for the purpose of securing the services of an advertising man it is stipulated that applicants must mention their ages? Upon copy writers particularly this obligation is almost invariably imposed. Is it to be assumed that the advertisers do not want young copy writers, or are they afraid of being swamped by applications from men who have grown old in the business? Perhaps it is merely a habit that causes almost every firm or individual who advertises for a copy writer to incorporate somewhere in the advertisement some such sentence as this:

"Write, stating age, experience and salary expected."

No one who intends to employ another can be blamed for wishing to know something about his experiences, his ability and the salary that he expects, but why is it necessary or proper to compel him to divulge his age? Women as a rule are disinclined to tell everybody how old they are. Many of them object to being questioned about their years when they find it necessary to go into courts or to appear in other places where it is common to put people's ages on record; but women are not alone in their desire to keep the number of their birthdays from being made public. Very few men who have entered middle age or passed on toward the end of that period of life are willing even at the request of an advertiser to tell how old they are, ready as they may be to furnish details concerning their experience. If a man is between 30 and 40 years old he may be quite willing to "state age," in answering an advertisement; but if he is under 30 or over 40 it is probable that he will hesitate—perhaps prevaricate a little.

After all, is it fair to expect an

applicant for a position to give his age before he has any reason for believing that his application is to receive favorable attention? Let's have a glance at this matter from the other side. Suppose a copy writer, for instance, advertises for a job and somewhere in his announcement introduces such a demand as this:

"State financial resources of your firm; number of years during which you have been in business; salary you expect to pay, and reasons why the position you wish to fill is vacant."

WHY SOME JOBS FLICKER OUT

That, of course, would be accepted as the effort of some one who was trying to be funny; but the fact is that every man who sells his services ought to have such questions in mind when he starts out to find a place for himself on a payroll. One of the reasons why men are compelled to look for jobs after they have become so old that they don't like to tell their ages is that they failed to take into proper consideration the abilities and resources of employers in whose service they have spent the best years of their lives. Not all the gray-headed men who answer "Help Wanted" advertisements are to blame for their lack of employment. Some of them are as vigorous as they ever were, and here and there is one who, because of his experience, his ability, his ripened judgment and his eagerness to make good, is a much better man at 50 or even at 60 than he was at 35.

In one of the monthly magazines there is a report of the experience of a man who at 59 was out of a job because of a change in the management of the firm by which he had been employed ever since his boyhood. For twenty-five years he had served as a book-keeper, doing his work well, but

getting nowhere, because there seemed to be no way leading out of the niche that had been assigned to him. When the change came and he found it necessary to look for another job he was practically penniless. The salary he had received was sufficient to enable him to exist, and that was all. He had not found it possible to save anything. What did it profit him to answer advertisements for bookkeepers? Wherever he applied he was given to understand that he was too old to be considered. Because he was out of employment and penniless it was assumed that he lacked ability or stability, and he was turned away from one place after another without being permitted to prove that he was not to blame for the misfortune that had come upon him. But finally, at Gary, Ind., he found a chance. A man who wanted an accounting system installed in a chain of institutions that he was operating told the 59-year-old bookkeeper to go to work and show whether he still had a kick or not. He proved that he had. Eighteen months after starting on the new job he had become a member of the firm and was drawing a salary of \$7,500.

MISTAKEN "DEAD LINE" OF AGE

In New York recently I met a man whom I had known ten years ago in the Middle West. He was then well past forty, and he had for a long time been a member of the editorial staff of a mismanaged newspaper. One day the people who had been carrying the burden sold their Associated Press franchise and plant, and the newspaper went out of existence, leaving a large number of people with nothing to do but hunt for jobs. The hunting was poor. For the older men who had been turned adrift there was almost no chance at all, and most of them, after applying at all the local newspaper offices, disappeared and were forgotten, as is usual in such cases. The story of the man who found a place for himself in New York may be worth telling.

"I'm here and drawing a salary," he said, "merely because I had a piece of luck. My first effort, after the big collapse, was to get a newspaper job, but wherever I went they blamed me for having been in such a hurry to be born. A man can grow old on a job and keep it, if he's any good, but let him start out to find a new job after he has passed a certain number of milestones, and there doesn't seem to be any chance for him, no matter how good he may be. If he applies in person they look at him as if he ought to know better than to try at his age to persuade anybody to hire him, and if he answers an ad in which he is requested to state his age he wastes a postage stamp, because any man who confesses that he is past 50 never gets any reply to his application. I've yet to hear of an exception to this rule.

"When I was thrown out of a job it wasn't because of any fault of my own—unless I was at fault for neglecting to desert my employers and find another place for myself before they decided to confess their failure. I might have done that if I had known exactly what the situation was; but the people for whom I was working never took me into their confidence concerning their intentions or their financial resources. Few employers, it appears, are accustomed to discuss such matter with their employees, and that's one of the reasons why so many men find themselves out of work when they are too old to be able to induce anybody to believe that they may still be useful. When a man who is 45 or 50 years of age applies for a job anywhere the regular supposition is that somebody has discharged him because he is worn out, but the fact may be that his employer, and not he, has been a failure. Employers of men would do well to take such things into account. It might pay them if they did.

"My piece of luck came in this way: While I was still doing newspaper work I wrote a story that one of the magazines bought



Ask your
printer why

Old Hampshire Bond

is too good for
poor printing

"Wanted—A Correspondent,
Salary \$15,000" is the title of a
booklet which will be sent free
upon request to Dept. A.

Old Hampshire Stationery graces
the social letters of particular men
and women. Free samples will be
sent on request to Dept. C.

HAMPSHIRE PAPER COMPANY
SO. HADLEY FALLS, MASS.



and published. Evidently it was a mere literary flash. I tried many times after that to write stories, but never was able to produce one that anybody would buy. Shortly after my story was published I received a letter from a prominent New York business man whose name happened to be exactly the same as mine—first name, last name, middle initial and all. He said he had been interested in my story, and he sent me a copy of a speech that he was soon to deliver at a big dinner for traffic men. He invited me to criticize the speech and make any suggestions that might occur to me. I went over it conscientiously, editing it as if I had been preparing an article for our paper. After I had returned it I got a brief letter of thanks, and that ended our correspondence.

"One day, when I had about given up the hope that I would ever find another job, I happened to think of this man, and I went to see him, just taking a blind chance. He was disposed to be friendly, much to my surprise, for I'm afraid I was beginning to be a bit seedy, and permitted me to tell him the story of my experience. One of the big concerns with which he is connected advertises extensively, and he could see no reason why with my newspaper experience, I shouldn't be useful in its advertising department. I began there at the age of 46, nearly nine years ago. I've had charge of the department for more than three years now, and I recently got a raise, without asking for it, of \$2,000 a year, which, I hope, indicates that I'm giving satisfaction in spite of the horrible mistake I made when I picked out the year of my birth."

I believe the words, "state age" have been mighty expensive to many an advertiser. They have kept him from getting in touch with men of character, men who are self-respecting, men who are unwilling to be classified according to age, as if they were cattle or poultry or eggs. The man who advertises for a copy writer, a manager or a sales executive may

think little of it when he writes "state age"; to him the words may be a mere part of a form with which he has become familiar, but I feel quite safe in saying that a very large majority of the men who begin to read with interest and perhaps with the intention of filing applications experience mental reactions when they come to those two words, and cease at once to think of offering themselves for consideration.

If the advertiser has decided that he will not employ a man who is past the age of 30 or 40, let him say so, instead of asking every one who answers his advertisement to "state age," without knowing whether he wants a young man, a middle-aged man, or a boy. As for the man who is past 40, what can it matter about his ability if he responds to the invitation to "state" his age? He may lack only the opportunity to be a Morgan, a Schwab, a Baruch or a McAdoo, or he may be out of a job because he had the ill luck, when he began to work for a salary, to pick out an employer who was destined to fail; but few employers of men will be likely to give him favorable consideration if he divulges his age when he responds to their advertisements for male help. If he is to have any chance at all it will have to be found in a personal interview, and that generally is made impossible because of the advertiser's disinclination to reveal his identity.

Anyhow, when you advertise for a man, why go to the trouble to frame your advertisement in such a way as to make sure that perhaps the very man you might want, if you could see him and know about his ability and experience, will not respond to your appeal?

W. P. Treiney, Munsingwear Sales Manager

W. P. Treiney, recently manager of the New York office of the *Chicago Herald and Examiner*, has been made sales manager of the Munsingwear Corporation, formerly the Northwestern Knitting Company, Minneapolis, Minn.



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START HERE



TURN TO THE LEFT

DISTRIBUTION IS THE GOAL

OUR Department of Sales-Promotion and Research has just completed a thorough sales canvass of three different DRUG STORE sold products. A FACE LOTION retailed at 50c; a CIGAR retailed at 12c and a CANDY retailed at 6c. The distribution that we obtained for them is as follows:

THE SKIN LOTION 90% — THE CIGAR 90% — THE CANDY WAFER 95%

Read What They Say of Our Work for Them

The manufacturer of the Candy Wafer says in part:

"It helped us to build distribution from 60 to 95% which is probably to be called the saturation point. Our men report that there exists a very friendly cordial relation between your company and your Neighborhood Stores, which unquestionably helps the missionary man who is working at a disadvantage generally because he is usually distrusted by the retail dealer who never saw him before."

The manufacturer of the Skin Lotion says in part:

"It was your Sales-Promotion and Research Department that attracted us to enter the New England field. We adopted all of the reports and plans of your department aforementioned with the result that we have obtained practically 90% distribution throughout that part of New England which has been covered to date. We confess if it had not been for your spirit of co-operation, the automobile service with the intelligent men driving the machines, the friendship and the cooperation of the dealers in New England which you have, we doubt if we would have met with half of the success which has been ours through your Sales-Promotion and Research Department."

The manufacturer of the Cigar says in part:

"Having just finished a section of New England in our selling campaign on — Cigars, assisted by your Department of Sales-Promotion and Research. It gives us pleasure to express to you our appreciation of the great value of your help through your trade automobiles and your "Patronize Your Neighborhood Store" slogan. We find you have been successful in bringing this Neighborhood Dealer close to the manufacturer. From an advertiser's standpoint we must say that you give more real help to the advertiser, to make his product popular, than any other advertising medium or method with which we have ever had any experience."

The above complete signed letters sent on request.

EASTERN ADVERTISING COMPANY

Department of Sales-Promotion and Research

"Street Car Advertising all over New England"





GO THIS WAY



"ASK THE MEN HAVE

Partial List of Manufacturers of Products Our Neigh

C. A. Briggs Co.	Brigg's Cough Drops and Wafers
Scott & Bowne	Scott's Emulsion and Ki-Moids
Coca-Cola Co. - - - - -	Coca-Cola
Glyro Laboratories - - - - -	Glyro Lotion
Goldsmith, Silver & Co. - - -	M. C. A. Cigars
J. Hubbard & Co. - - - - -	Hubbard's Germicide
Liggett & Myers Tobacco Co.	Piedmont Cigarettes
The Walter M. Lowney Co. -	Lowney's Chocolates
Mint Products Co. - - - - -	Life Savers
New England Confectionery Co.	Necco Wafers
Qualite Products Co., Inc. - -	Chewing Gum
Repetti - - - - -	Tabs
Tintex Co., Inc. - - - - -	Fabric Dyes



Look for thousands of
Neighborhood Fronts
in and.

We have received "experience letters" from one of the
They are enthusiastic over our merchandise, which
with a saturation point distribution of facts of

Do YOU want evidence?

Eastern Advertising Company -- Dept of

NEW YORK

8 West 40th Street

"Street Car Advertising over Ne



ONAL
SIS



TURN TO THE LEFT

WHAVE ASKED US"

ducts Our Neighborhood Drug and Grocery Stores.



for thousands of
Neighborhood Fronts
in and

ers" from one of these nationally known advertisers.
change, which in most instances has made good
of facts of those who have worked with us.

vidence? Ask!

Department of Sales-Promotion and Research
"over New England"

BOSTON
PROVIDENCE



ONAL
SES



GO THIS WAY, AGAIN



MORE COMING

DID YOU COUNT THEM — 16

This auto is for the use of our customers and sales managers in surveying



the working filled in our Sales-Promotion and Research Department.

THESE seventeen cars comprise the EACO Auto Fleet which is at the command of our customers in introducing *their* salesmen to our friend. —The Neighborhood Druggist and Neighborhood Grocer.

As New England car space is practically all sold for the year 1920, this entire fleet is to be at the service of our old and new customers in securing and retaining their distribution at the saturation point.

At present our tactful and experienced men are obtaining distribution for Clicquot Club Ginger Ale, Ace High Cocoa, the M. C. A. Cigar and Aunt Jemima Pancake Flour, throughout New England,—all automobiles going full tilt.

Glance over the list of those who are "in the know." This list is displayed on preceding double spread. Ask the men who have asked us, and then, **ACT.**

The New England Market is no tinsel on the boughs of the great American Merchandise tree. It is one of the lower branches, strong, sturdy, and far-reaching. You can hang a good heavy appropriation on it and make your "display" count. In fact it constitutes one fifteenth of the entire tree and each of its 745 cities and towns are alive and thriving.

Come with us into New England. Meet its people; meet its tradesmen and meet its hospitable welcome for goods of merit.

A New England street car campaign plus our Sales Cooperation will give you an angle of that now much abused word, "Cooperation," which it is hard to dodge, once the facts are known.

"IF YOU WOULD KNOW NEW ENGLAND, KNOW US."

EASTERN ADVERTISING COMPANY

Department of Sales-Promotion and Research

"Street Car Advertising all over New England"



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A New Grape Product from California

The Golden States Products Company has been organized in California to make a table syrup from wine grapes. The syrup is made by a patented process, which, it is asserted, retains the vapors that ordinarily escape and preserves the natural grape flavor.

Another product that is to be manufactured is a concentrated apple cider.

The company has purchased the plant of the California Wine Association at Kingsburg, covering seven acres of ground. The manufacturing will have to be done in a period of two months, and as there is great danger of spoilage, a large storage capacity is an essential factor.

It is planned to advertise the new products nationally. Emil Brisacher, San Francisco, is in charge of the account.

R. D. MacMillen Made Murray Howe Officer

R. D. MacMillen, who has been assistant service director of Murray Howe & Company, Incorporated, advertising agency, New York, has been made vice-president, in charge of service, of that agency.

H. S. Wetzler, who has been with the H. K. McCann Co., and with Hoyt's Service, Inc., advertising agencies, New York, has been made copy manager of the Howe agency.

Frank Farnsworth an Officer of Stroud & Brown

Frank Farnsworth, recently production manager of Blackman-Ross Co., Inc., advertising agency, New York, has been made vice-president, in charge of production of Stroud & Brown, Inc., advertising agency, New York. Mr. Farnsworth was manager of the Detroit office of the J. Walter Thompson Co., Inc., New York, for five years.

Bernard Roemer Joins Dallas Agency

Bernard Roemer has joined the Southwestern Advertising Company, of Dallas, Texas, as vice-president and account executive. He was formerly assistant manager of the Associated Industries of Texas, having charge of the merchandising and advertising section of that organization.

J. B. Rodgers With Jas. H. Matthews & Co.

J. B. Rodgers, manager of the mail-order department of Joseph De Roy & Sons, jewelers, Pittsburgh, has been appointed advertising manager of James H. Matthews & Co., makers of marking devices, Pittsburgh.

British Chain Stores Invade Fish Market

Retail fish shops which will supply fish direct from trawlers and lorries, will be established throughout England by a company recently organized at London with a capital of \$50,000,000. This new organization will be known as the Direct Fish Supplies, Limited. It has already opened several retail stores, and plans to establish several hundred more. It has entered into contracts to purchase several fleets of steam trawlers and one hundred steam lorries.

The new organization is in competition with a great number of independent retail stores. Fish, especially fish from the North Sea, is one of the staple foods of the average British home.

Chard Directs Austin Advertising

C. F. Chard is now advertising manager of The Austin Company, industrial engineers and builders, of Cleveland, succeeding Benton Hopkins, who has become advertising manager for the Denby Motor Truck Company, Detroit.

Mr. Chard has been connected with The Austin Company several years, and until recently was district sales manager of Southern territory with headquarters at Washington. He will handle advertising work in conjunction with his duties as assistant to the general sales manager.

Rauh Agency Has Four New Accounts

The Richard S. Rauh Company, advertising agency, Pittsburgh, has obtained the account of The Weimer Manufacturing Co., Pittsburgh, maker of the Lanham Wireless Corn Planter; Albert Kingsbury, engineer, Pittsburgh, maker of Kingsbury Thrust Bearings; Fromite Laboratories, Pittsburgh, maker of toilet articles; Pittsburgh Automatic Manufacturing Company, Pittsburgh, maker of Doll-a-bye Bassinet.

E. S. Bradley With J. R. Watkins Co.

Edgar S. Bradley, for nine years head of the sales promotion department of Guenther-Bradford & Co., advertising agents, Chicago, has recently been appointed advertising manager for the J. R. Watkins Co., Winona, Minn., manufacturer of toilet preparations, livestock remedies and medical and chemical preparations.

Temple, Texas, "Telegram Jr.," Appears

The Temple, Tex., *Daily Telegram*, has undertaken to publish for the benefit of merchants in its circulation territory, the "Telegram Jr.," devoted to advertising and selling of merchandise.

Big Executives Are Close to Their Advertising

NATIONAL GRAVURE CIRCUIT, INC.

NEW YORK, Jan. 30, 1920.

Editor of PRINTERS' INK:

Permit me to briefly offer a few words of commendation for the excellent article on "Copy" by Mr. Earnest Elmo Calkins in the January 29 edition of PRINTERS' INK.

The last paragraph of this article might well be painted on the walls of every office where advertising copy is produced, considered or discussed.

D. A. REIDY,
Vice-President.

WE agree with our correspondent that Mr. Calkins "said something," and we are glad to reprint below the last paragraph of his article by way of giving additional emphasis to his point. At the same time, PRINTERS' INK confesses to a certain sympathy with the president of a corporation who likes to check up pretty carefully on the statements that are going to be spread before millions of people over his signature.

More and more of the high executives of large companies are coming to a better understanding of the function of advertising. And as their knowledge of advertising grows, they are less inclined to be "fussy" over the details of verbal phraseology and more inclined to help the copy writer by coaching him on general policy and the special objectives of the campaign. That so many of these executives subscribe to PRINTERS' INK is perhaps the best indication that the advertising man of the future will meet with an increasing measure of understanding and appreciation on the part of the Big Boss.—[Ed. PRINTERS' INK.

MR. CALKINS' "LAST PARAGRAPH":

"The way to get good copy is to get a good copy writer, and then let him write it. I will admit that you must have the facts. The copy must be written with a knowledge of the goods, a knowledge of the trade, a knowledge of the public. It must be backed up by investigations and research. It must be built on data. But when it comes to the final expression, the thing that is to impinge upon the public mind, the particular set or grouping of words that is to kindle desire and action in thousands of people, the man who writes it is the best judge if he is worth his salt."

Fund Subscribed to Advertise St. Louis

The proposed advertising campaign of St. Louis became an assured fact on January 15, when \$27,000 was subscribed in seven minutes at a meeting of business men held under the auspices of the Chamber of Commerce. The city had agreed to appropriate \$25,000 provided a similar amount was raised by the Chamber of Commerce, so the total of the campaign fund has now reached \$52,000.

The whole purpose of the advertising will be to bring to St. Louis certain industries whose products are purchased largely by manufacturers of that city, but that are made in other localities. The mediums used will be national periodicals, business papers in selected lines and export publications reaching primarily Latin-American newspapers in industrial centres. The foreign advertising will be to create inquiries for products in which St. Louis dominates—chemicals, hardware, woodenware, millinery, trunks and bags, screws, wire, rope, beds and springs and electrical goods.

The advertising will cover seven months, starting in March and running up to and including June, then omitting the summer months and running again in October through to December. The copy will be placed through the John Ring, Jr., Advertising Company.

A few days after the meeting chronicled above, the organization committee of the St. Louis Drug and Chemical Club protested that the amount appropriated is insufficient for the purpose intended. The committee suggested that the fund be increased tenfold and declared that the industry which it represents is ready to bear its proportionate share if the larger amount is decided upon.

Class Papers Merged

Contracting, New York, a semi-monthly periodical, and *Municipal Journal and Public Works*, New York, a weekly have been combined under the title of *Public Works*, which will be issued every Saturday beginning February 7.

Chemical Age, owned by the Contracting Publishing Corporation, will also be taken over and continued as it present under the same ownership and management as *Public Works*.

H. F. Pomeroy, president of the Contracting Publishing Corporation, Frank W. Skinner, editor of *Contracting*, and Lloyd Lamborn, editor of *Chemical Age*, will go with the new organization.

Newspaper Campaign Prepared by Randall Agency

A newspaper advertising campaign will be undertaken shortly by The Fred M. Randall Company, advertising agency, Detroit, for the Whip-O Corporation, also of Detroit. Copy is now being prepared, and contracts will be issued soon.

What Your Government Is Doing and Why

Some remarkably interesting messages from the highest sources of authority in the United States Government are appearing every week in *The Independent* to keep you well informed on vital questions of national import. For instance:

January 10. Attorney General Palmer told "How to Bring Down Prices."

January 17. Franklin K. Lane, Secretary of the Interior, explained "The Oil Age, and Its Needs."

January 31. Daniel C. Roper, Commissioner of Internal Revenue, gave the latest official information on Liquor and Prohibition.

February 14. Secretary Baker will write on the tremendous commercial significance of the Panama Canal in our program of world trade.

President Wilson's foreword to this important series appeared in *The Independent* of January 10, 1920.

The Independent

"The Word of Authority"



The Changed Status of Pittsburgh Newspapers

THE status of Pittsburgh newspapers is changed. The Post and the Sun by sheer merit in giving the thinking, influential people of the Pittsburgh district clean, conservative newspapers and handling a wealth of news in condensed form, have built up a non-duplicated circulation of 140,000—the largest circulation available in Pittsburgh.

The Pittsburgh Post and Sun Combination circulation of 140,000 at the combination rate of 20c per line enables you to reach Pittsburgh's discriminating people and influence the buying habits of the entire district at the lowest rate per line per thousand offered by any newspaper in the Pittsburgh District. When planning your advertising, remember the changed status of Pittsburgh newspapers and put the Post and Sun combination first on your list.

PITTSBURGH POST AND SUN COMBINATION

*Gives 140,000 Pittsburgh Worth-While Circulation
at a Rate of 20c. Best Space Buy in the Field.*

CONE, LORENZEN & WOODMAN, Publishers' Representatives
NEW YORK CHICAGO KANSAS CITY DETROIT

Alleged Humor in English Advertising

Some of It Is Less Than Two and Three-quarters Per Cent and Therefore Harmless, but Other Instances Are the Pure, Unadulterated Variety

By Thomas Russell

London, England, Correspondent of PRINTERS' INK.

AT the Aldwych Club recently, a visitor from America politely tried to explain that Americans don't really think the British incapable of a joke. "If you wouldn't be so darned serious about it," he said, "you would get credit for just as much humor as any other folks."

It must be conceded that when our advertisers leave off being so darned serious, the results are not very illuminating. Just now there is a perfect epidemic of what frantically endeavors to be humorous in advertising copy. Much of it is versified after a fashion. My countrymen, in the mass, do not shine as copy writers; no English paper shows anything like the same average of good national advertisements as many published in America. The local advertisers in an English country paper do much worse than merchants who use similar papers in America. But I do not think any general movement in advertising has ever shown us in a worse light than the present plague of jokesmiths.

The most conspicuous examples "by merit raised to that bad eminence" are the Rowntree Cocoa advertisements signed by Reginald Arkell, a well known writer of really humorous verse, who does not, however, shine in such copy as this:

The Village Pump stood in the street,
With bandages from head to feet.
It had big chilblains on its toes,
And icicles upon its nose.

The Nibs produced a steaming cup,
And told the Pump to drink it up;
And shortly afterward they saw
The icicles begin to thaw.

The cocoa "nibs" are depicted as a couple of children: "nib" is

not very common slang for a conspicuous person, oftener found in the plural form. Hamlet is humorously said to have been staged somewhere with the alternative title "Or, Was His Nibs Off His Nut."

Day & Martin, the old established shoe-polish concern, have a perfectly appalling collection of transparencies on London omnibus windows just now. They have created a mascot (or, as it is more frequently called in America, an advertising character), a black boy in the traditional page's costume, with tight jacket and round top buttons. He is generally conducting an orchestra. The copy consists of a line of musical notation and some such outpouring of the soul as this:

Are you, from Dixie?
No, I'm from Day & Martin's.

Lever Brothers have had some genuinely funny picture advertisements drawn by Alfred Leete—and the poets of Port Sunlight have refrained from singing. One cartoon, of the "series" shows a faucet dripping upon a Lever Shaving Stick. Under the caption "Some Lather" this produces a foam of soapsuds which overflow the bath-room, frighten the cat, cover the shaver from feet to eyebrows, scare the servants and finally enveloping the house require the services of the fire department to hose them off.

John Mackintosh—the one who makes toffee, not raincoats—uses occasionally some funny pictures and took a whole page in the dailies at Christmas, describing some rather old parlor games and advising players to eat Mack-

intosh's Toffee de Luxe in-between.

AN ENGINEERING EXAMPLE

Perhaps the last place where you would expect humorous copy is in the advertising of a mechanical conveyor: but J. Collis & Sons, Limited, of London, are using small space in dailies for matter of which a sample follows:

COWAN MELODIES

By "The Man with a Mission"
(Mr. Cowan)

XVIII.

Stop swelterin', ma sonny,
Fra' early morn till dew,
If ye're oot f'r MAKIN' MONEY,
Then get the COWAN, do!
Insta' the COWAN, do!
'Twill prove a frien' t' thee.
An' it MAK'S THE FLOOR MOVE, bonny,
Leavin' costly floor-space free,
Air:—"Annie Laurie."

The Cowan Transveyer is fool-proof. It is instantaneous in action. No parts to engage or disengage. It lifts and carries any load up to two tons as fast as a man can walk. Send for Catalogue C. 28 to J. Collis & Sons, Ltd., 4, 5, 6, Regent's Square W. C. 1.

Cigarettes are a likelier branch of business: but they do not shine. Rothman's "Pall Mall"

**JOHN BOND'S
"CRYSTAL PALACE"
MARKING INK**

Marks cleanly and never runs.

Sold at all Stationers, Chemists
and Stores, 6d. & 1/-.

For use with or without heating
(whichever kind is preferred).

USED IN THE ROYAL HOUSEHOLDS.



NEVER RUNS

THE LITTLE SKETCHES CHANGE WITH THE
ADVERTISEMENTS—THEIR FUN IS UNDER-
STANDABLE BY ALL

Cigarette has a mascot "Mr. Pallyman" who gets off stuff like this—with a picture of the "mascot" interviewing a policeman.

Did he take your watch, sir?
I don't know, I haven't looked; but
hang it, he's got all my Pall Mall
Cigarettes.

This is followed by descriptive
matter claiming that Pall Malls
contain less nicotine than any

other make and therefore do not
stain the fingers. The Abdulla
people are running some full
pages in weeklies, with four
roughly drawn pictures etched in
an imitation of wood engraving.
Each sketch has a verse under it.

With less literary ambition,
B. D. V. cigarettes were last year
inspired to produce a racing scene
to illustrate the discovery that
the letters B. D. V. are also the
initials of "Brilliant Derby Vic-
tory."

Who said that the English
never produced anything funny—
after that?

The Mead Gramophone Com-
pany is using comic cartoons of
prominent politicians, rather vul-
garly drawn, to advertise talking
machines said to be better worth
listening-to than any of them: but
the most consistent use of comics
is in the small John Bond Mark-
ing Ink ads, generally one inch
deep across two columns, which
have for years contained a tiny
sketch in the corner. As the John
Bond advertisements are other-
wise rather plain, and the series
of pictures seems to make people
follow them, this is probably the
best use made of fun in adver-
tising. Anyway, the sale of this
marking ink is growing every
year, and there is no arguing
against results.

Manila Newspaper Appoints D. H. Lawson

D. H. Lawson, for many years the
representative of the Kansas City Star
at Chicago, at one time with the Curtis
Publishing Company of Philadelphia,
and during the last two years asso-
ciated with newspapers on the Pacific
Coast, has been made business man-
ager of the Manila, P. I., Bulletin. He
succeeds A. R. Tuohy, who is retiring
after twelve years of service as adver-
tising and business manager of the
paper.

Calvert-Hatch Appointments

The Calvert-Hatch Co., Cleveland
printer, has elected Charles A. Stevens
vice-president in charge of sales and J.
Eugene Herbert, secretary. Mr. Stevens
was for seven years manager of the
Cleveland office of the Matthews-North-
rup Works. Mr. Herbert has been a
member of the Calvert-Hatch organiza-
tion for several years.



The New York Market vs. The National Market

It cost the manufacturer of a fifty cent toilet article \$53,000 to cover the drug trade of the cities and towns of 5,000 population or more (those containing five or more drug stores) of 43 states.

An average of forty salesmen were on the pay-roll for seven months. They called on between thirty-five and forty thousand druggists, selling an average of every second prospect.

Best Record in New York Territory

In New York a dozen men, in fifteen working days, (three of them semi-holidays) called on 3,000 druggists. The average sale was in excess of one dozen to two out of three druggists called on. New York sales totalled \$11,000.

Concentration vs. Scatter Fire

New York's share of a national sales appropriation of \$53,000 is from one-eighth to one-tenth—say, \$5,300. But with the help of The World Plan, \$1,000, less than one-fifth of New York's budget, produced 50% better than average national results.

But the deadly parallel does not end there. If the 1920 advertising appropriation of this manufacturer is \$500,000, the \$50,000 that is spent to sell the fourteen million people of the New York Hundred Mile Zone, because of the concentration and buying power of this territory, will do its work about three times as effectively as the remaining \$450,000.

Ask us for other reasons why you should "sell New York first," and what kind of a start you can make in New York with an initial advertising appropriation of \$6,625. (minimum), and a minimum selling expense of \$750. to cover the Drug Trade; \$3,500 to cover the Grocers.

Try advertising in newspapers by the year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT
Mallers Bldg., Chicago Pulitzer Bldg., New York Ford Bldg., Detroit

The Evening World

Leading the Eye Down Through Single Column Space

Such Displays Can Be Made Very Effective,* but Much Depends upon Distribution of Type and Illustration

By A. L. Townsend

IT is somewhat stupid to assume that only full pages permit of adequate display.

"There's no room to do anything in a slender, narrow single column," is a not uncommon cry.

But is this true? Does it not depend upon how that space is handled, what is put into it, and the solidity of its composition?

If a single-column is broken up, into little disinterested bits; if its parts are not unified and held together, then it is true that the space fails to "stand up" in the face of very lively competition.

Much seems to depend upon how successfully the eye is led from the top of the space to the bottom. It is a problem in sustained interest.

The total space of a single column is quite sizable, but when it takes on the appearance of many small units, it most assuredly loses, and appears smaller than it is.

The artist can be of great assistance here.

The typography comes a close second, and the arrangement of headlines is of particular importance.

The trouble is, we have grown too accustomed to pages. We look with disdain upon anything less. The moment we have a column, we assume that nothing can be done with it. The parallel is the circus performer who suddenly has his act transferred to a vaudeville stage. He is constantly bumping into the wings and asking the stage hands to move the scenery out of the way.

Five or six years ago, the single-column unit was more popular. Exceedingly clever schemes were operated to give the space strength and solidity. A

professional lay-out man rather liked the task because he figured that while anyone could take a full page and secure display, real resourcefulness was necessary when the space was limited.

"DO" AND "DON'T"

The rules of successful single-column composition are rather simple, someone having summed them up as follows:

1. Devise a picture-idea that will lead the eye either up or down the entire area.

2. If possible, the color in the illustration should go from top to bottom.

3. Never leave large breaks of white in the type or design.

4. Do not have top of space heavy with picture or type, and lower section light.

5. Action in a single column advertisement is particularly desirable—action that carries the eye through the full depth.

6. There must be some rather substantial block of type or picture, uninterrupted, running from top to bottom.

7. The larger the illustration the better.

8. If one object can be broken, to permit showing half at top and remainder at bottom, this will cement the slender space.

9. Odd lines, arrows, sweeping upward or downward motion, contents of cans "spilled" down one side or through type, tend to hold the space together.

10. One necessary objective is to make people read on down, from top to bottom. The very character of the narrow space makes reading of type somewhat difficult if it is small, broken type. Copy should be brief and in large type.

Some advertisers, who have de-

FEBRUARY

is a good month in
which to place your
printing orders with

Charles Francis
Press

461 EIGHTH AVENUE
NEW YORK CITY

Telephone: Greeley 3210

P.S. The other good months are
March, April, May, June,
July, August, September, October,
November, December and January.

Announcing another ten-strike

Beginning with the March issue Drug Topics will publish regularly a 16 page rotographic section—done in as fine a style as can be procured by this process.

Eight of these sixteen pages are open to advertisers—at only 15% above the present low run-of-paper rates.

This is but one of the features that make Drug Topics the leading publication of the drug trade field.

Forms for the March issue close
February 15th

Circulation 35,000 guaranteed

Drug Topics

The Magazine of the drug trade

89 Fulton Street, N. Y.

Jerry McQuade
Editor

Vernor E. Pratt, Publisher

Marvin S. Small, Business Manager

Frank C. Thomas, East. Adm. Mgr., 30 W. 50th St., N. Y.

Willa B. Conant, Western Advertising Manager

Peoples Gas Building, Chicago

George M. Kohn, Southern Advertising Manager

Carlier Building, Atlanta

Ray M. Edmonds, Southwestern Advertising Manager

Armedo Building, St. Louis



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cided upon single columns and who determine to make that space interesting, take every reasonable precaution to see that the display is held together regardless of what may be alongside.

In this class may be cited the series of illustrations providing for over-all action pictures, conceived and cleverly sketched out for this one purpose. One was of a spiral stairway running from the bottom to top, and up this kiddies were trundling off to bed. The eye followed them every inch of the way. Another companion design was of skating figures, the ice sweeping around the full depth, and the human interest distributed equally.

The taking of the advertised article and running it down or up the column is an expedient that never fails. Three-in-One oil has often elongated the figure 1, thus solving a problem with its own trade-mark.

Several pencil and fountain-pen advertisers construct like displays, but the goods lend themselves naturally to this sort of thing. The Prophylactic Tooth Brush single column advertising enables the manufacturer to show his article actual size, and in minute detail.

If borders are sufficiently wide and have a real idea in their make-up, they will lead the eye down the column. Kumfy Krib single columns show that this idea can be worked out. A characteristic advertisement has for its border the humorous wall paper seen in nurseries and the grey background, with delicately traced animals thereon is practical appli-

cation of border to peculiar shapes.

A border alone, however, is not enough.

More ingenious methods are found and ones that are more legitimate. Some of the best advertising the Spencerian Pen Company has issued, has been in single column space.

Following the headlines, pens of various shapes and kinds are scattered down, almost to the bottom of the space. There is action to them, and their body-color forms an endless chain. This is genuine, constructive idea work, simple as it may seem, and makes the single column fully as valuable as the larger displays.

We recall one advertisement—an unusually long and narrow space—that was illustrated with a ladder occupying top-to-bottom area. Up this ladder of success, small figures were climbing, and type was placed between the rungs. It was a most striking advertisement and one that dominated, despite its handicap of proportions.

Another equally novel idea was used to exploit a soap for workers. A large smiling head occupied about three inches at the top, while the hands, bowl and soap, in action, were placed at the bottom, with type between, neatly That column "held-together" admirably.

Some of the breakfast foods, Puffed Rice, as an example, know how to hold the single column strictly to account. By overturning a box and allowing the globules of grain to trickle down the

The Standard for over half a century



Fine Medium
Stub and
Ball pointed

SPENCERIAN PERSONAL Steel Pens

Spencerian Pens are as tried and true as your old copy-book accounts. They are better than ordinary pens because they write smoother and last longer. Send 10 cents for 10 different patterns and we will include, without charge, that fascinating book, "What Your Handwriting Reveals."

SPENCERIAN PEN CO.
349 Broadway, New York

THE PENS ACT AS ARROWS, TO LEAD THE READER THROUGH THE COPY

blocked.

entire page, to the bottom, the eye was led on a personally conducted tour through the space.

Other advertisers believe that less illustration and text of a peculiar character will make the single column as valuable as any full page. In short, little stories, so interesting in themselves that, once started, people are sure to continue to the end, are the motive. "Jim Henry" has talked to the public, in this vein, in single columns, and from the opening paragraph to Jim's signature, the space is made compelling.

The Abercrombie & Fitch Company, of New York, uses single column space almost exclusively in daily newspapers. But this form has really been trademarked and made a business asset. Copy and picture combine, almost in story form. There is no such thing as a dull period. Attention runs from text to picture and back to text again, only to find another picture and another somewhat exhilarating chunk of copy. But this single-column copy is always written in a peculiarly inviting spirit. This, for example:

"And they're off to Havana! To Palm Beach—St. Augustine and the Bahamas—to the land of lilies, parakeets and phosphorescent waters! With every change of outdoor costume, for the race track or fishing—for the beach, the motor car or the links—for the airplane or the power-boat, the name of Abercrombie & Fitch is pleasantly recalled."

Merchandise talk is so artfully intermingled with outdoor picture and inspiring copy that the size of the space is quite forgotten. It is a real pleasure to read the advertisement.

Unquestionably, the first appeal to the eye, in building a single column, is to arrange a trick device of picture and text, that will make the reader actually want to go on down to the end.

Next comes the necessity of making this space appear fairly large, when it is, in truth, somewhat cramped.

Third, when there are surrounding advertisements, some of the same size and some larger, some plan must be hit upon to keep the space from "breaking up" as the professional visualizer is wont to term it.

By that he means, the interception of white areas that make the single column have an appearance of several small individual advertisements.

The illustration can perform rugged service in this. All of which is no argument against the use of pages if the account will stand them. We do think, however, that the modest single column should not be discouraged and lose caste. Its worth as advertising is absolutely dependent upon the resourcefulness of those who map it out.

Frank Testimonial From Dealer

THE CHARLES E. HIRES COMPANY
PHILADELPHIA, January 26, 1920.
Editor of PRINTERS' INK:

Several years ago an article appeared in PRINTERS' INK in which the writer said one of the greatest tributes to American advertising that he had ever seen was in Kennebunkport, Me., which read: "We sell Hires because he makes root beer better than we can."

We are very anxious to get the date of this issue so that we can search for it in our files. If you can give us this information, or, better yet, supply us with the original copy, we shall greatly appreciate it.


THE CHARLES E. HIRES COMPANY,
H. S. HIRES, Secretary.

Joins "Fire and Water Engineering"

Herman S. Essex formerly, with the National Cash Register Company, Dayton, Ohio, has joined the advertising department of *Fire and Water Engineering*, New York. He returned recently from two years' military service in France, where he served in the artillery.

Graphic Newspapers, Inc., Opens Boston Office

The Graphic Newspapers, Inc., special advertising representatives of rotogravure sections of newspapers, have established an office at Boston. Frank H. Burns will be in charge of the Boston office as New England manager.



You will reach a sympathetic audience

Too often the effect of United States advertising in foreign papers is neutralized by the anti-United States attitude of the medium.

LA NACION is now and has always been strongly pro-United States. It has always stood for closer relations with this country. Its radical improvements of the past two years in news service, make-up, and circulation methods have been patterned after the best publishing practices of the United States.

LA NACION strengthens your advertising by working editorially to build up among its readers a better feeling towards this country.

LA NACION

Buenos Aires, Argentina
United States Business Office
1 Wall Street, New York

A. EUGENE BOLLES
United States Advertising Director
120 West 32nd St., New York

JAMES A. RICE
38 East Washington St., Chicago

CHARLES B. BLOUNT
444 Tremont Building, Boston



WORCESTER, MASS.

For the ENTIRE YEAR
of 1919, the

"GAZETTE" LEADS!

In DISPLAY advertising the EVENING "GAZETTE" led the Morning Telegram 229,068 lines, and led the Evening Post 1,799,882 lines.

In National advertising the EVENING "GAZETTE" led the Morning Telegram 427,420 lines, and led the Evening Post 1,039,682 lines.

These comparisons are for daily only. Gazette has no Sunday. They do not include classified advertising. They are for DISPLAY only.

The "GAZETTE" has

1. Largest evening circulation.
2. Only two-cent evening circulation in the city of Worcester.
3. Largest evening "City-and Suburban" circulation.

Nearly all the Gazette's circulation is CONCENTRATED within Worcester's immediate trading zone. That means Results! And that is why the Gazette is

Worcester's Leading
DISPLAY
Advertising Medium

Worcester Gazette

*The Julius Mathews Special Agency
Boston—New York—Chicago*

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Manufacturers Making Start Abroad Under a New Name

Good Reasons Cited for Dropping Well-Known and Advertised Names

Special Washington Correspondence

SOME American manufacturers are now making a fresh sales start abroad under a new name. This action is taken in recognition of the altered conditions in the export market. It is one of the most interesting exemplifications of the new programme of joint selling under the Webb Act.

At first blush it appears strange that all the prestige and momentum of long-established American trade names and the asset of the familiarity of these names to foreign prospects, by reason of the extensive foreign circulation of many American periodicals, should be deliberately ignored and discarded in a foreign selling campaign. Nevertheless, an inspection of the current records in the Export Division of the Federal Trade Commission and at other sources of information in Washington indicates a disposition in an increasing number of cases to start overseas selling with a clean slate in the guise of a new and untried trade name.

The very essence of the new system of export selling, as made possible by the lately enacted Export Trade Act, is collective selling, and this presupposes in many instances a revision of the branding practices of the parties to the compact. The solution is simple if all the members of such a combine agree to abrogate their trade-marks in so far as export shipments are concerned and make common cause under a collective trade-mark designed for the occasion. Not all exporters who enter such alliances are willing however, thus to sink their individuality of identification. Many of the latter have adopted for use in distant lands trade names that do not approximate the domestic designations but are equally susceptible of individual appropriation.

When you come down to it, after all, the average newly recruited exporter who sallies forth for foreign parts under a new and untried trade name is making the move because he has to. It may be that the American trade name can not be translated intelligibly. That is the reason in many instances. Or it may be that the coined word which is suggestive in the United States absolutely loses its significance in translation—granted that it is translatable. Or, most serious of all, the American trade name may in some way run counter to tradition or prejudice or good taste in a country in which it is to be advertised. Then there are the cases wherein manufacturers are deliberately choosing new names for their export products because such products are so different in model, make-up or other characteristics from those on sale in the United States that it is deemed proper to emphasize the disparity by sharp distinction in trade names.

WON'T DELUDE AMERICAN TRAVELERS

Taking into consideration the fact that Americans are inveterate travelers, some of the firms that subscribe to the idea of this "double standard" in trade names, find comfort in the thought that a distinct departure in branding will provide against purchase by nomadic Americans on the supposition that the goods are the same as those to which they have been accustomed. Especially has it been found desirable thus to draw a sharp line of distinction in cases where the American manufacturer, in order to meet competition or bow to conditions in a foreign market, has lowered his standard of quality below that which has been maintained in the United States.

One of the prime advantages, or at least a tangible compensation afforded by the rechristening of a product for foreign sale, is found in the circumstance that it solves the problems of trade-mark piracy in Latin-America and the Orient. Many American manufacturers—builders of automobiles, for example—who have lately given consideration to the foreign field for the first time, have discovered that their trade names have long since been registered in countries where trade-mark piracy rages and that articles bearing the purloined marks will not be admitted at the customs houses until the respective originators of the marks have ransomed their intangible property.

With a new trade name, held secret for a time and duly registered in all the countries to be invaded before the first dispatch of goods is made, it is usually possible for an American manufacturer to snap his fingers at trade-mark pirates. Some American manufacturers have adopted an alias for foreign selling solely for the immunity it confers.

Certain manufacturers have declared that new names will make it the easier for them to cater to the caprices of foreign buyers. It has frequently been cited in criticism of the American manufacturer that his attitude as a rule is that of seeking to compel the foreign buyer to accept the Yankee product with no concessions to local preferences—a contrast to the boasted ability of the Germans, in pre-war days, to adjust production to the vanities of the customers. Now comes forward the alternative trade name as an instrument for cultivation of a foreign market without compromise of the manufacturer's ideals. It has been suggested that a manufacturer, bent on ultimately bringing foreign customers around to his way of thinking, may even place his pet models on sale under the familiar trade name alongside the newly christened products that have been evolved in concession to local taste.

Resumption of Manufacture in France

In the devastated regions of France on November 1, out of 1,986 manufacturing establishments listed, 1,385 had resumed production. This is 550 more than were operating three months previously. These figures, reprinted from *The Bachs Review*, New York, are taken from a survey of economic conditions. Only factories employing twenty or more persons are included and the figures relate only to the actual employment in manufacturing, excluding all those who are working at reconstruction.

Of course most of the factories are not employing nearly so many men as prior to the war. On November 1 the percentage of men employed, compared with those working in the same factories in 1914, was 23.1. In Lille and its neighborhood the proportion was 34.7 per cent. Here the textile industries are employing 32.9 per cent, the cotton industry 38.1 per cent and the wool industry 48.2 per cent.

A. D. Clark with Fibre Products Company

A. D. Clark, formerly of the H. E. Lesan Advertising Agency, New York, has been made advertising manager of the Fibre Products Company, Boston, manufacturer of "Wids Heels," a new rubber and fibre product. The Lesan agency is placing the advertising.

This agency has also secured the account of the Record Tire Company, New York, and through the Chicago office is handling the advertising of the White Stokes Company, Chicago, manufacturer of Mallo Icing and Topping; the Tanner-Gilman Schools, Chicago, and George W. Linn & Sons, Chicago, manufacturers of R. L. Kleaner.

Auto Accessory Accounts to Rosenberg Agency

The Manhattan Tire Company, Chicago, has placed the Irwin L. Rosenberg Company, Chicago advertising agency, in charge of its advertising.

The Prentiss-Wabers Stove Company, Grand Rapids, Wis., has also appointed the Rosenberg company as its advertising agency. The Auto-Kamp-Kook-Kit, a portable stove for campers, hunters and auto tourists, will be advertised in outdoor and motor publications, to be followed by an intensive dealer campaign.

Phineas Gallerstein Succeeds B. Waxelbaum

Phineas Gallerstein, who was a member of the advertising department of *The Jewish Morning Journal*, New York, during the last eleven years, has been made advertising manager of that newspaper, succeeding B. Waxelbaum.



W. N. BAYLESS

for the past eleven years Advertising Manager of The Conklin Pen Mfg. Co., Toledo, Ohio, member of the National Advertising Commission of The A. A. C. of W., and Instructor in Advertising and Marketing at Toledo University, on February 16, will become

Chief of Service

of this organization. In his new work Mr. Bayless' seventeen years of intensive study of selling and merchandising problems and the experience gained by his nation-wide travels among retailers will be at the disposal of our clients.

The Powers-House Co.
Advertising

Cleveland



"Be HUMAN— That's All"



There are over 100,000,000 Humans in the United States, all of whom must purchase clothes, food, have amusement and buy commodities, necessary or unnecessary, according to their particular walks in life.

To the American business concerns, whether they be manufacturer, jobber, or retailer, the question arises—how can we get our share of this immense traffic in merchandise? By standing still—no!

Competition forces progress. Progress means 20th Century methods in production and distribution.

Distribution means sane, thorough analysis of market possibilities, followed by well-planned human, educational publicity, through the medium of the American newspapers, periodicals and outdoor devices, closely co-ordinated with a strong, well organized, direct selling force.

Sixteen years of selling American merchandise to American business concerns, in practically every line of business in the United

States, has taught me that there is no "mystery in selling merchandise," either by printers' ink or direct solicitation.

"BE HUMAN—THAT'S ALL." Never deviating in thought or action.

Carefully planned Advertising that is *human*, coupled with my ability to work directly with the Sales Department will greatly assist in securing for you bigger and better results.

I need ten more enterprising American business concerns (non-competitive) who desire their products to become nation-wide household necessities.

A carefully selected Organization with a knowledge of human nature and ability to produce these results, has been chosen to assist.

ROBERT HOYME

Incorporated,

150 West 57th St.,
New York, N. Y.

P. S.—Send for our unique booklet. "Your One Hundred Thousand Dollar Brain." It is a new thought and a profitable one.

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How Marshall Field & Co. Cater to the Coming Generation

"The Juvenile World," a Publication of Kiddie Shop Talk

SELLING the children has become generally recognized as a distinctive branch of advertising. It now is engaging the attention of service departments so that up-to-date ideas on the subject may be passed along to the retailer.

This is being done on the basis that children not only have a great deal to say about where certain goods are purchased but they grow up and are purchasing goods for themselves almost before you realize that they are no longer children. Various types of business men talk a great deal about building up for the future. Even though a manufacturer may be oversold to-day he keeps up his advertising activities having in mind the business that he will be after next year or the year after. This is exactly the basis on which juvenile advertising should be done. And, speaking of future good will, what can be more resultful?

Manufacturers whose business is largely in goods used by children can build for the future in no better way than thoroughly to sell the children of to-day. Then in that not very distant time when these have children of their own the advertising asset will have grown to be really worth something.

A fact in which the Chicago retail store of Marshall Field & Company takes great pride is that it numbers among its loyal friends and customers three generations of many Illinois families. It is next to impossible to get the store management to talk in a boastful way about its achievements. Field has the modesty that usually goes with accomplishment. But when you mention its advertising to the children you get a frank acknowledgment to the effect that the store is proud of what it has done.

It was one of the original Marshall Field's selling precepts that special effort should be made to make children feel at home in his store. He regarded it as the best kind of advertising to go out of his way to please them. To make a visit to Field's was an event in their lives well worth while. The children of those days are to-day grandparents. They, their children and their grandchildren buy goods from Field. Look ahead a couple of generations more and you see a steady increase in the number of Field's customers from this source alone.

For a great many years this advertising to the children was in the form of store atmosphere. It was a pioneer in the establishment of a playroom where children could enjoy themselves with elaborate toys and be cared for while their mothers were shopping. Then came an occasional children's party on Saturday afternoon at which expert entertainers and educators told the children stories. During one of these parties several thousand marbles might be given away to boys and perhaps a similar number of doll hats or something of the kind to girls.

All this, coupled with the general attitude of the store, naturally impressed the children and made them tried and true friends. Particular effort was made to advertise to them these features and this policy of the store. They were not left to find it out. But now the Field policy of advertising to the children has grown to an extent that it has a definite and prominent part in the printers' ink publicity. It has resulted in the establishment of a real newspaper for children which is called "The Juvenile World."

R. A. Brown, advertising manager of Field's retail, got the idea a couple of years ago in the midst

of the preparations for one of the holiday children's parties. He advertised the party and promised a present to every child who would leave his name and address. In this way a mailing list amounting to several thousand names was made up.

Mr. Brown used this list occa-

"The Juvenile World" first appeared in regular advertising space in the Chicago daily newspapers. It had a separate heading and date line and was got up much after the style of a regular newspaper. This created so much interest that the next step in the process was to have the thing printed separately just as any other newspaper would be printed and sent out to the firm's regular mailing list.

The make-up of the paper is an illustration of wise advertising. If it were strictly a merchandise sheet and had nothing except talk about the store and things to sell it could not be nearly so welcome as it is now, no matter how attractively it might be printed and expressed. But a child reading "The Juvenile World" gets the direct message only incidentally. The paper is made up out of clever stories, children's features and cartoons. This matter is by no means slapped together in a hurry. It is produced by the country's leading writers and artists whose names are familiar to juvenile readers. In the paper

NEWSPAPER ADVERTISING ESPECIALLY FOR CHILDREN

sionally in sending out direct advertising matter. This was sent to the children and called their attention to certain merchandise with the suggestion that they ask their parents to buy for them.

It is interesting indeed to see how one idea in advertising brings about another. In just a little while Mr. Brown got the happy inspiration of expressing these advertising messages in "kid" talk. This thing went on by degrees until the idea grew into the regular newspaper for children which the firm now is getting out at intervals.

a child can see stories written by people whose books previously have delighted him. He sees familiar comic characters cavorting around in the paper's cartoons. He gladly will read the paper for the paper itself. It is something worth while—something that parents could be induced to pay money for.

The advertising part is approached from an indirect standpoint. If a new kind of water colors is to be advertised there is likely to be a story about Bobby Binks having decided to become a great artist. So Bobby goes to

STRATHMORE PARCHMENT

is the only
paper that
can give
your letters

"The

*STRATHMORE
PARCHMENT*

LOOK"

"EVERY Letter Has Two Personalities"

is the name of a double-size folder
that will make the letter question look
different to you. Ask us for a copy.
Strathmore Paper Co., Mittineague,
Mass., U. S. A.





“Tailor-made” Signs MEYERCORD SIGNS

Meyercord Decalcomania Window Signs are really “tailored” to your very requirements—they reproduce faithfully any trademark, design or slogan, in any number of colors and gold.

Meyercord Decalcomania Window Signs are prepared in such a way that the dealer easily and quickly transfers these beautifully transparent colors to his windows where they remain indefinitely, and where they are distinctly seen from the inside and outside, always telling your story in the most attractive manner.

Meyercord Window Signs will solve your sign problem as they have for thousands of others in every line of trade.

The sending to you of a cost estimate and a sketch will incur no obligation, if you will simply state your needs.

THE MEYERCORD COMPANY
CHAMBER OF COMMERCE BUILDING
CHICAGO

MEYERCORD
GENUINE DECALCOMANIA
WINDOW SIGNS

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Marshall Field's on the sixth floor and buys a box of these colors which may be had for seventy-five cents.

Then there are separate display advertisements in the paper, just as there would be in any other.

Still more improvements for "The Juvenile World" are in progress. It is Mr. Brown's intention eventually to work it up to a point where it has a recognized place in modern juvenile literature.

"There is no doubt at all that this sort of advertising pays big dividends," said he in talking with a PRINTERS' INK representative. "I suppose if I were pinned down to a definite dollars and cents basis I could not trace the results. But this kind of advertising is like many other kinds. You know it is pulling without being able to show the definite figures to prove what you know. Anyway the big thing we are after in this is to cause the children to be such firm friends of Marshall Field & Co. that they naturally will come to this store when they get to buying for themselves—which time comes almost faster than we can realize.

"At the same time it must not be forgotten that children these days are listened to by parents much more than used to be the case. If a child is a firm friend of Marshall Field he can do wonders in bringing his parents around to the same view. Talk about advertising, what better advertising can any retail store want or expect than to have a child enthusiastically talking for it in every home in Chicago and suburbs? Get people to talking about the store. This is an asset which constantly grows and the value of which is difficult to state in figures.

"Another thing we like about it is that this juvenile advertising has in itself an indirect effect upon the parents who buy the goods. If a mother is going to buy a suit of clothes for her boy it is an easy matter to influence her through an advertisement in the vernacular. The same thing

holds good in most other lines of merchandise that would be purchased for children."

Mr. Brown's view expressed in the paragraph just preceding is enthusiastically concurred in even by manufacturers and jobbers whose business it is to sell merchants and not parents.

Mayer Brothers, Chicago manufacturers of boys' clothing, use "kid talk" and drawings in their business journal advertising and in much of their direct-mail matter. They have no difficulty at all in tracing the direct results of this policy.

Mayer Brothers are so impressed with the value of advertising to children that their service department supplies their retail customers with some carefully executed matter along this line. One feature of this service matter is a series of bright, cleverly written, breezy letters to be sent to children designed to weld their friendship more closely to Mayer made clothing.

In a discussion of this advertising some weeks ago, PRINTERS' INK mentioned a paper airplane that was to be found in the inside coat pocket of every suit purchased. This plan was started only a short time ago.

Hardly had the fall stock got into the retail stores, however, before Mayer Brothers began to receive letters from boys in all parts of the country commenting on the airplane and asking where they could get more.

Instead of ignoring these requests or of simply sending along an airplane without a comment, A. H. Lipman, advertising manager of the company, chooses to regard them as real advertising leads worthy of being followed up.

Consequently every letter thus received brings forth a personal letter to the boy. This is a jolly acknowledgment of his complimentary references and tells of the firm's real pleasure in sending him not only one airplane but two or three. He is told he can get more if he wants them simply by calling upon the local dealer in

Mayer Brothers' clothing whose name is given him in the letter. A copy of each letter is of course sent on to the local retailer interested.

This interesting little side light on manufacturers' advertising is the best possible evidence of the fact that the dealer's interests these days are carefully guarded by the people who sell the dealers goods. It certainly is throwing bread upon the water with a vengeance when a manufacturer will take the time to follow up in a logical way a letter written him by a boy.

There is a lesson here also for the sales managers and others who for some reason fail to recognize a letter of inquiry at its true value. One letter of this kind does not amount to much in a direct way. Neither do a hundred. But in the big aggregate the proper attention to such letters means the effectual and close knitting up of a lot of loose ends and their formation into something worth while.

This increasing liberality and unselfishness in advertising, this disposition to build on a broad basis for the future without insisting upon a dollars and cents computation of the returns of the advertising the next day after it has appeared, surely speaks volumes for what advertising is going to be able to do after a while.

Do You Recognize This Slogan?

WALLES ADVERTISING CO.
NEW YORK, JANUARY 26, 1920.

Editor of PRINTERS' INK:

We are under the impression that a soap manufacturer has used as a slogan: "The Lather's the Thing"

Would you be good enough to advise us whether you know of the use of this slogan?

WM. RICH CROSS.

Francis Boyer in Drug Advertising

Francis Boyer, who at one time was with the Curtis Publishing Company, Philadelphia, and who later handled the financial advertising of the Philadelphia Public Ledger, is now advertising manager of the Smith, Kline & French Co., wholesale druggists, Philadelphia.

The Thrill of a Slogan List

THE GLIDDEN COMPANY
CLEVELAND, OHIO, Jan. 10, 1920.
Editor of PRINTERS' INK:

When it comes to descriptive and comprehensive slogans, nationally advertised, The Glidden Company is proud to be able to submit "Everywhere On Everything," for publication in your list of nationally advertised slogans.

This slogan is now incorporated in our trade-mark, and tells of the utility and distribution of Glidden paints, varnishes, stains, enamels, colors and insecticides—whether used in industry or around the home.

We always look for the "Clearing House" for slogans in every issue of PRINTERS' INK, for to us each one is a mile stone in the progress of the men who coined it. We can feel their thrill of achievement when they hit upon their phrase.

L. F. PERRINE,
Advertising Manager.

Kobbé Will Advertise West Virginia City

The advertising of the Charleston Industrial Corporation, operating the City of Nitro, W. Va., has been put in the hands of Philip Kobbé Company, Inc., advertising agency, New York. The object of the campaign, which is a very large one, and is now in the course of completion, is to induce industries of various kinds to locate their plants or branch factories at Nitro.

Agency Appointed by Russell Mfg. Co.

The Russell Manufacturing Company, of New York and Middletown, Conn., has appointed Cecil Barreto & Cecil, Richmond, Va., as its advertising agency. A list of national periodicals will be used to advertise several products of the company, headed by "Folly" brand garters.

Agricultural Demonstration for Cleveland

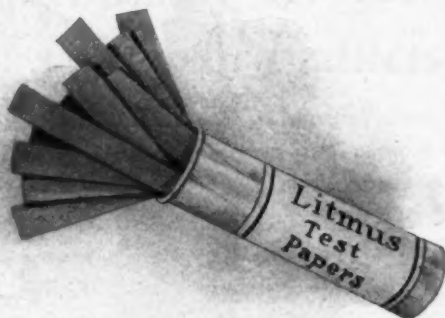
An agricultural demonstration, similar to those given by the Agricultural Publishers' Association in Chicago and New York, will be planned for Cleveland, to be held the first week of April.

A Mail-Order Tire Advertiser

Vanderhoof & Co., Chicago, have secured the advertising account of the Treble Strength Tire Company, also of Chicago. A list of mail-order publications will be used.

C. C. Read Joins "Hardware Age"

C. C. Read, formerly of the sales department of Machinery, New York, has joined the advertising department of Hardware Age, New York.



While in Chemistry, Litmus Paper is used for the "acid test," equally accurate means can be utilized in Advertising.

As an "acid test" to determine the relative value of mediums, we suggest a closer study of the individual contents of magazines.

Such a test applied to Modern Priscilla will emphasize its strong appeal to the housewife. You will find that more than half of the needlework in Priscilla portrays practical needlework for home use. This, together with our Everyday Housekeeping Section, to which we devote a larger proportion of space to domestic science than any other woman's magazine, shows the specialized character and uniqueness of Priscilla's appeal.

The "re-action" from such a specialized contents is an increasing volume of food and household equipment advertising. We refer you to our February, 1920, issue.

THE MODERN PRISCILLA

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Merchandising service in San Francisco

A REAL merchandising service in San Francisco—the first real service of its kind at the keypoint of the rich, all-year-round Pacific Coast market—is now offered to advertisers and advertising agencies by the San Francisco Chronicle.

San Francisco is the key to Pacific Coast distribution. The merchandising service now offered by the San Francisco Chronicle enables the advertiser, first, to get San Francisco distribution—secondly, to form the hub of brokerage and jobber connections from which distribution over the rest of the Coast radiates normally and easily.

The Chronicle's merchandising service department will

1st—Make trade investigations and market analyses that will prove conclusively the availability or unavailability of the San Francisco radius as a market and make recommendations as to the best methods through which to secure maximum sales.

2nd—Line up the best possible brokers and jobbers in San Francisco.

3rd—Secure, in co-operation with manufacturers' or jobbers' salesmen, distribution in all possible dealer outlets.

4th—Secure window displays in San Francisco stores.

5th—Collect pertinent information as to number and address of all possible dealers, salesmen's routings, and sales and distribution of competitive lines.

6th—Check progress of campaign as to sales and distribution, and report any hindering factors.

For further information address Merchandising Service Department, San Francisco Chronicle, or get in touch with our National representatives.

Williams, Lawrence & Cresmer Company

National Representatives

225 Fifth Avenue, New York
Harris Trust Building, Chicago

Member Audit Bureau of Circulations





Picking Your Prospects

There may be only four in town, or there may be ten or fifty, but if they are possible buyers of your goods, the right Business Paper reaches them, and no one else.

Automatically, the good Business Paper segregates all those interested in the same materials, processes and markets. Also it attracts to itself chiefly the most progressive and desirable element in any group. Truly a hand-picked audience.

What an ideal opportunity for scientific, intensive, wasteless, and immensely productive advertising effort? And what amazing results are being reaped by those who know how to grasp it, and who do not view the comparatively low cost as a disadvantage.

Our Advisory Service Bureau will help you find the best advertising route to your market, for the asking.

All Business Papers are good, but some are better than others. The phrase "Member of the Associated Business Papers, Inc.," means proven circulation PLUS the highest standards in all other departments.

THE ASSOCIATED BUSINESS PAPERS, Inc.

Jesse H. Neal, Executive Secretary

Headquarters 220 W. 42nd Street New York

Store

Merchandise
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Kresge Stores Raise Limit to One Dollar

Merchandising Costs and Cost of Goods Responsible for Chain's Decision to Raise Maximum Price From Fifty Cents to One Dollar in Certain of Its Stores

RISING costs of goods and merchandising are responsible for a new sales policy which will be put in effect by the S. S. Kresge Company next September. The company at present operates two classes of chain stores: "red front" stores, selling 5, 10 and 15-cent goods, and "green front" stores, which sell 25 and 50-cent articles. Beginning next September the limit of merchandise values in the "green front" stores will be raised to one dollar.

"The reasons for entering this new field are similar to those which prompted the extension to the 15-cent limit in the original 5 and 10-cent stores about five years ago," R. R. Williams, the company's vice-president in charge of merchandising, tells **PRINTERS' INK**.

"In the first place, we are able to handle merchandise at 15 cents which would have to be dropped or reduced in quality if we had maintained our former 10-cent limit. Then, too, we were able to enlarge the range of our merchandise.

"The same thing is true in our 'green front' stores to-day. Our customers have been led to expect certain things within the 25 and 50 cents limits. Rising costs of goods and merchandising have made it increasingly difficult to offer at these prices a considerable number of articles which have become inseparably associated with Kresge stores.

"Rather than permanently discontinue the sale of these classes of goods, we have decided to alter our price standards to meet changing conditions. Our system of merchandising, which combines

huge purchasing power with economical selling methods, quick turnover and small margin of profit, will permit us to sell these lines at prices which save money for our customers.

"A consideration of equal importance is the great merchandising possibility in the field which the company is entering. It is not yet possible to predict to what extent it may be developed.

"There are conditions to meet in selling merchandise from 25 cents to a dollar which are not present in the 5, 10 and 15-cent line, or even in the 25 to 50-cent line. We cannot tell at present to what degree the extension of our stocks will be carried."

Stores in fifteen cities will be affected immediately by the new policy.

Shark Leather for Commercial Use

"Little has happened since the invention of steam to outrival the bigness, the dignity or importance of the prodigy at hand."

In this age of seven-day wonders the above statement by Dr. Allen Rogers, of the Society of Chemical Industry, is startling enough to challenge wide attention. Dr. Allen is speaking of the utilization of shark skin for leather in the manufacture of boots, shoes, traveling bags, handbags, pocketbooks and all articles now made of leather.

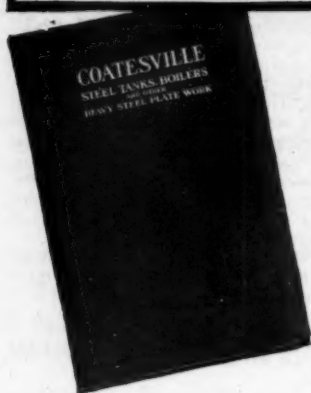
The process has now been perfected, it is stated. The *Dry Goods Economist* is authority for the assertion that "the leather is here, thousands of square feet of it in the making and millions of square feet still in the ocean, and with it oil, fertilizer and food.

"Manufacturers are 'sitting tight,'" says the *Economist*, "but there will be some interesting surprises on the market at a very early date, and buyers are going to rub their eyes and believe they have seen some fairy stories come true."

Representatives Club Has Employment Committee

An employment information committee, which will endeavor to help bring together the right man and the right position, has been formed by the Representatives Club, New York. The Club believes that the step which it has taken will make this service of value to the publisher, the advertising agent and the representative. The members of the committee are: Nigel Cholmeley-Jones, McClure's, and Oliver B. Merrill, *The Youth's Companion*.

Out of One Customer's File



This catalog was
Designed, Engraved
and Printed by

**THE WILLIAM
Darling
PRESS**

88 Gold St., New York
Telephone, Beekman 3710

A. M. Collins Mfg. Co.
Philadelphia, Pa.

Coatesville Boiler Works, Phila., Pa.

Gentlemen:—It is indeed a book that anyone would be glad to keep. Congratulate you on the wonderful way that it is gotten up.

E. I. du Pont de Nemours & Co.
Wilmington, Del.

Coatesville Boiler Works, Phila., Pa.

Gentlemen:—This is to acknowledge receipt of your very interesting catalog. I wish to take this opportunity of complimenting you on your very attractive photographs and cuts.

American Manganese Steel Co.
New Castle, Del.

Coatesville Boiler Works, Phila., Pa.

Gentlemen:—Your catalog is indeed a work of interest, both from an artistic and practical standpoint.

Buffalo Specialty Company
Buffalo, N. Y.

Coatesville Boiler Works, Phila., Pa.

Gentlemen:—This is certainly a splendid piece of work, and I want to congratulate you on issuing such a beautiful catalog.

Morris Machine Works
Baldwinsville, N. Y.

Coatesville Boiler Works, Phila., Pa.

Gentlemen:—It is most attractively bound, and the general quality of the cuts, paper, etc., warrants it being kept on file for reference.

Buffalo Foundry & Machine Co.
Buffalo, N. Y.

Coatesville Boiler Works, Phila., Pa.

Gentlemen:—It is indeed a very interesting and instructive catalog.

Yarnall-Waring Co.
Philadelphia, Pa.

"A beautiful piece of work—high grade and dignified."

H. W. Caldwell & Son Co.
New York City

"Compliment you upon appearance of your catalog."

Warren Webster & Co.
Camden, N. J.

"We compliment you on the interesting make-up."

Ames Iron Works
Oswego, N. Y.

"Certainly a very fine piece of work."

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Pollyanna Letters

The Man Who Expects to Write Human Letters Must Have a Really Human Slant on Life

By J. T. Bartlett

WHAT makes a letter-writer not merely good, nor even unusual, but a jim-dandy—a big leaguer?

Not a college education.

Not lectures on letter-writing.

Not slavish following of rules and principles laid down by a letter expert.

Not what is inelegantly termed the "gift of gab," coupled with fluency at the dictaphone. The talking style may help, but it isn't the "secret."

How, if you are starting out to develop an extra good letter-writer from a mass of possible correspondents, are you going to pick the most likely man?

An adequate answer to that question may look like a big order. But really it isn't—not as to length. There are some big facts about letter-writing which, one might almost say, have been overlooked just because of their bigness. Some of the qualities which help to make a man an exceptional letter-writer are qualities we can put our finger on, though they are as far removed from matters of grammar and rhetoric, punctuation and spelling, as Mars is from Chicago. Some observation, tactful enquiries, will frequently produce much of the desired information.

Then a real heart-to-heart talk with the employee picked out for consideration is in order. That executive with a talent for such interviews is fortunate. He possesses some of the qualities of the Big League scout who, out in the bush leagues, can see among fledgling diamond artists the occasional major stars of later years. This heart-to-heart talk with the likely-looking letter-writer is wanted to unearth some pertinent, extremely intimate information.

There is no bigger truth than that the boy is father to the letter-writer. A lot of the information

we desire to learn about candidates concerns their boyhood experiences. We follow them along through the impressionable years up the road to adult life.

PECULIAR QUESTIONS, BUT THERE'S A REASON

The questions are unusual, even extraordinary. We admit it. We are looking for Big League stuff, mind you—the raw material of master letter-writers. Searching for the qualities we want—the key qualities, the rare fundamentals—we dig deep.

1. Did you ever when a boy steal apples out of Ed Healey's orchard, get collared for it—and lie out like a mean little coward? If so, how did you feel about it afterwards?

2. Is there somebody you hate worse than poison? Tell us all about it.

3. How many times have you "moved" in your life?

4. Were you ever jealous of a man when you hadn't any right to be? And have you mastered the emotion, or does it persist?

5. How do you feel about Shakespeare? Like him? How about Chaucer?

6. Do you consider Nick Carter true to life?

7. In a baseball contest when the game depended on it, did you ever funk, and drop a dinky fly? How did you take it when the fellows rubbed it in? Did it end your baseball career, or what?

8. Did you ever buy chocolates worth \$635 for a girl, and then get the mitten?

9. Was there ever a bigger boy, given to bullying, whom you were fearfully afraid of, and did you succeed in avoiding combat with him through tactful, diplomatic intercourse? How many fights did you ever have, and what were the results?

10. Got anything in the way of a

backyard hobby? Hens, for instance?

11. When you have been hard up, if ever, have you found it hard, or easy, to obtain a loan by mail?

12. Do you spend more time before the mirror when not under observation than when you are?

13. Do you ever get mad, so mad that you see red? Have you ever ripped to pieces a collar which went on hard? Do you swear, or what do you say, when you hit your thumb with the hammer?

14. Have you ever fed a down-and-out?

15. Have you ever worried foolishly over your health?

16. How many words does the longest letter you write regularly average? To whom is it written?

17. What sort of people have you for neighbors? How do you get along with them?

18. How big is your family? Do you like children?

BIG LEAGUE STUFF IN AN OVERALL FACTORY

These questions aren't flippancies, nor an attempt at humor. They have to do with bed-rock things in any consideration of specific candidates for correspondence work of unusual importance. They have a bearing on the qualifications for his job of the humblest letter-writer. They are not arbitrary. We could prepare fifteen or twenty lists of questions, all different. But all would cover the same ground.

Before explaining, I wish to tell you an incident which occurred recently. The Smithsons, an old couple in an Illinois city family of culture, went to California for the winter. It was the old couple's first experience away from home; they had no old friends in the new State; and letters from "Back East" occupied a large place in their life at leisure.

They had letters from two sons, both of whom had been through college, and one of whom was successful in professional life.

They had letters from one daughter, also educated, who was

active in club circles, read Maeterlinck and Shakespeare, and frequently prepared "papers" for local functions. She had writing aspirations.

They had occasional letters from old friends well along in life. One such friend we will call Lafe Wilson. Lafe had made his money in hardware. He was a shrewd, jolly, unconventional soul.

They had letters from Rev. Harold Stuart, of the Magnolia Street Church—a pastor who had climbed to a relatively high salary.

These were about all—with one important exception. This was a young Irish girl, Norah O'Brien, who boarded in the same neighborhood and for whom the elderly Smithsons had a liking. It was Norah who assumed care of the backyard Rhode Island Reds for the winter. Norah was 26, a rather plain girl who most of the time looked as if she worked too hard. Her employment was in an overall factory—with her hands. She was "unattached."

Now let's examine the letters these various correspondents wrote. The cultured pastor didn't lead. He was at least fourth on the list. The college-educated sons wrote typical letters, correct mostly as to form, but hurried and lacking in substance. The letters of the daughter given to clubs were a joke—she had that all-so-common delusion that good writing is "fancy" writing, and you could see the letters to the California sojourners were regarded as "practice."

Lafe Wilson wrote pretty good letters. Lafe had written so few letters in his life that they had a rusty-joint character. But they were friendly, good-natured, and they sounded something like Lafe.

Norah, who worked in the overall factory, was the star letter-writer. She was head-and-shoulders above any other. Hearing her letters read aloud, I could picture her writing the letter. To begin with, she had that trick of the good letter of really subordinating self, even when writing in the first person, to the person written to. She thought strictly of the

Omaha

34th in population.
16th in business done.

We could perhaps tell wonderful stories of romance—or stories that might inspire great achievements—or even picture a new promised land when speaking of TRUTHS about Omaha.

But being more conservative, we believe the force of the above statement will speak strongly, and will impress all who read it.

Another mighty strong comparison is found in the figures covering the volume of CLOTHING advertising as it appeared during 1919 in the three Omaha newspapers:

News	79,845 inches
Bee	42,355 inches
Combined total	122,200 inches

WORLD-HERALD . 123,760 inches

This is the 128th consecutive month of WORLD-HERALD leadership.

World-Herald

O'MARA & ORMSBER, Inc.
New York Chicago
Representatives

H. DOORLY
Business
Manager

In a Comprehensive Test The Boston Herald-Traveler

IN Reader Responsiveness AND Reader Buying Power

The Boston Herald-Traveler again wins in a most severe test of reader buying power!

On the seventh of January Mr. Leavitt, President of the P. M. Leavitt Company, the largest sugar distributors in New England, sent for his advertising agent and announced his determination to relieve the extreme sugar shortage.

Mr. Goulston then planned the series of advertisements recently appearing in the public press. Because of the desire to reimburse the grocer so he would not suffer from direct sales, a system of keyed coupons was devised, making it possible to keep an accurate record of the purchasing power of the newspapers used.

As shown by Mr. Goulston's letter, the Herald-Traveler was **FIRST**—by every test—in a field of 112 newspapers.

P. M. LEAVITT CO.,
113 State St., Boston, Mass.

Enclosed please find money order for \$.....
for 1 Box (\$23 88), 1/4 Box (60 lbs) (\$11 94), or
1 Bag (\$19 50) granulated sugar to be forwarded to
the following address.

Name State.....
Address
City
MY GROCER IS:
Name
Address
Your grocer's name and address must be forwarded or
the order will not be filled.

Send for Boston Herald's 1920 Booklet,

Test of 112 Newspapers Traveler Triumphs

TELEPHONE
PORT HILL 8800

Ernest J. Goulston
Advertising
Agency
Inc.
18 Tremont St. Boston, Mass.

Boston, Mass., Jan. 20, 1920.
Mr. J. W. Higgins, Publisher,
Boston Herald-Traveler,
Boston, Mass.

My dear Mr. Higgins:-

I had always felt that I appreciated to its fullest extent the value of the BOSTON HERALD-TRAVELER, as a direct producer of results from the advertising it carried, but it is indeed with a keen sense of gratification that I desire to tell you, that in the recent campaign put out by this Agency, for my client, P. M. LEAVITT COMPANY, selling sugar to consumers with a coupon plan for reimbursing the grocers, your daily papers made a most remarkable showing.

One hundred and twelve papers were included in this list, including the entire Boston Press, with the exception of the Christian Science Monitor, and every important paper in New England as well as the New York Times and Evening World in New York City.

I regard this campaign as one of the most comprehensive tests made in years, to prove the buying power behind a newspaper's circulation.

Not only was the BOSTON HERALD-TRAVELER FIRST on a basis of cost per order, but it absolutely led all other papers in the number of orders it produced.

It gives me pleasure to pay tribute to a paper that produced in the masterly fashion in which the BOSTON HERALD-TRAVELER delivered on this proposition.

With kind regards, I am

Sincerely yours,

Ernest J. Goulston

EWG/RO

"Merchandising Metropolitan Boston"—it's free!

old folks to whom she was writing, and told those things, touching on neighborhood affairs, which she thought would entertain them. Little details Norah tucked in everywhere. Her letters were very long, but no one would have called them "long drawn out."

They were light, buoyant. They were written, I could see, by a person electrically alive to the great big human appeal—interest—in very little things. They were written by a human sort of a girl. A girl who could be humble yet spirited. A girl who saw right through affectation, and yet could sympathize, because there were times she herself had had affectations—silly little ones!

Norah never got past grammar school. She had an honest, but not affected desire, to improve herself, and went to night school. She had a dictionary, and liked to quarrel over spellings with her young sister Nell.

Norah wasn't married. Sometime she would be—she hoped!—when the right fellow came along. Meanwhile she was alive, human, a democratic, good sort of a girl. Not a saint! After every meal, month in and month out, she took her iron pills.

And for a living Norah worked in an overall factory!

She ought to have been a correspondence expert in a big business, for Norah had all the makings of a top-notch correspondent. She was Big League Stuff.

EXCEPTIONAL LETTER-WRITERS ARE ALWAYS HUMAN

In that question list of eighteen items, no one question covers all the ground. The significance of all is in their bearing on the human side of the letter-writer. Of late years we in America have been discovering the human side of business. Let us now discover the human side of outstanding letter-writers—and never lose sight of it!

In considering any candidate for letter-writing work, it would help immensely could we examine a cross-section of his personal correspondence. The relationship

between personal correspondence and business correspondence demands recognition. The person who can write genuinely outstanding personal letters has the makings of an extra good business correspondent. We are not talking of correspondence as influenced by education in school or college.

The education and development which comes to all, but to some vastly more than to others, as the result of life experiences which come to nearly everybody, is what we are concerned with, and fundamentally, it is of much more consequence than other "schooling."

If we can pursue the likely one's personal letters, let's. Often it is impossible.

Then it is a case of measuring him by our list of questions.

Affectation spoils a man for letter-writing, if carried very far. If William Gill, the employee we are considering, in answer to the question on Shakespeare and Chaucer says he likes them, the reply is indubitably suspicious. Ninety-nine persons out of one hundred have no genuine fondness for Shakespeare, but many say they have. They pose. We will like it if the candidate talks about Nick Carter with real feeling—it will be a good sign. If the examined person, it develops, looks at himself in the glass longest when others are not looking, that honest reply will please us. We all have our innocent little conceits, and so long as we aren't blind to them, they don't hurt us. On the other hand, they assist us as letter-writers, because they make us human.

We will be sorry if the candidate has never fed a "down-and-out," or, remarkable thing, has never been so hard up he has had to borrow of friend or relative. The man who is chronically "broke" doesn't answer our purpose, but it is good for any man to have been "right up against it" at some stage in his life—and learned a lesson which besides strengthening his future chances humanized him.

Western Manager Wanted

An unusual opportunity is offered to a man with a successful record in the magazine publishing field.

Several months ago a number of young men acquired control of one of the oldest publications in America.

As the result of a reorganization an immediate need has developed for a man who can take over the Western field and eventually develop a selling organization.

Salary for the first year six thousand dollars. The right man can develop this proposition into a fifteen-thousand-dollar-a-year job.

Address "E.A.," Box 68, care of Printers' Ink.

An Unusual Job is Open for the Right Sort of Young Man

—in fact, we will take on three or four of the right sort of young men.

These men are required by the Advertising Department of the leading food product house of its kind in America.

They will first of all learn the fundamentals of advertising as it relates to modern sales methods.

They will learn practical advertising and applied advertising.

Then they will be started out on a tour of various parts of the United States and Canada.

It will be their business to see that the retail trade is taking the fullest possible advantage of what this company is doing to help the trade develop the greatest possible volume of business on its products.

These young men will be given every opportunity to develop and the faster they become first class young business men, the better we will like it.

The kind of young men we want are those men who know the difference between a job and a position and are looking for a job.

If they are college men, so much the better, but a college education is not regarded as essential.

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But they must be strong, clean, first class physically.

They must be alert, bright and able mentally.

They must be neat, gentlemanly and above all **MANLY** young fellows.

They must be able to meet on common ground the largest brokers and wholesalers in the country as well as the smallest retail merchant. They must feel equally at home in the office of a metropolitan merchant and around the stove in a cross road grocery.

They must be able to put on overalls and take a mouthful of nails and some advertising signs and do a good job the next morning, even though they wore evening clothes the night before.

In short—we are looking for the kind of raw material out of which big and successful business men can be made.

We don't want any finished product. We are looking for good raw material.

The young men we have in mind should be between 22 and 26 years of age.

Probably few of them will notice this advertisement. But if you know of such a young man and he can appreciate the value of the right kind of a chance to get started in the business field, we think you would do him a favor if you would put him in touch with us.

Applications must be by letter only and should be in detail. Photograph should accompany first letter.

Address "C. A.," Box 60, care of Printers' Ink.

If William Gill says he had great luck in obtaining financial aid by mail, it won't necessarily mean he is the kind of Big League material we are after. This is the variety of job the human person we are seeking may shy at. He may have written a rotten letter, and realized it, just because he was so much like you and me in this respect.

It will be unfavorable if William Gill says he has never hated one, or been jealous. Not that there aren't such pure-white persons. But they are in a tremendous minority, and if the answer is really sincere, we are sorry. We're after a man who possesses the "essence of the average," and the average person has hated at some time, been sinfully envious at others.

And he has lied, and been ashamed of it. Haven't we all been guilty of mean little cowardices in our lives? If William Gill stole apples when a kid, and lied like a sneak, and realized the ignominy of the act and was mortally ashamed in secret, then the incident likely helped to make William the human person we're looking for. We haven't any use, of course, for the young man whose philosophy makes nothing of the lying habit. He will be a wretchedly poor letter-writer at Big Stuff.

But it does a boy good to stumble, trip up hard, if he keeps his head straight and tries to do better next time. It humanizes him.

If William's affections have been made a football of by a fickle damsel, it's worth while news to us. If William then proceeded to find a girl with much better judgment, who was hurt? Alive young fellows have such experiences.

If William has "moved" quite a number of times in his life, if he has had a taste of country, village and city, it will be fine. If his family has lived under good times, and bad, it will be first-rate. It will all have tended to broaden William out, and fill him with human understanding and sympathy.

We don't care, either, if once William lost the game for Jingtown Academy by getting rattled and letting the ball through his glove. We can tell by looking William over, and some of his other answers, whether the happening hurt him. Or did him a heap of good!

THE BOY WHO WAS NEVER LICKED AS A CORRESPONDENT

Not that it isn't often good for a promising boy to get a good drubbing as a kid. Yet in some respects, one of the most significant questions in the whole list is No. 9.

"Was there ever a bigger boy, given to bullying, whom you were fearfully afraid of, and did you succeed in avoiding combat with him through tactful, diplomatic intercourse? How many fights did you ever have, and what were the results?"

The boy who was constantly being bullied—there are such unfortunate lads in every school, nearly—doesn't interest us. For one thing, constant drubbing over a period of impressionable years most likely didn't do him any good—hurt his spirit. Thus early in life he displayed a woeful lack of certain qualities of the good letter-writer.

Nor are we any more interested in the bully, or even the aggressive youngster who was always getting into fights and always "licking." Aggressiveness is a quality looked for in salesmen, cultivated or inherited, but it is not stipulated for the Big Leaguer among letter-writers. The domineering boy, turning into a domineering man, an upstart of a fellow, is a poor man at writing letters. We are looking for the man who can write the splendid letter not in one situation alone, but in any situation of the scores which arise in the large business.

"Yes," replies William Gill, to our joy. "His name was Joseph Nedean. Every summer Dad took us out into the country to the old farm, and there lived Joe, a son of wood-choppers, growthy, well put together, just an inch taller

*M*OVING merchandise is an old story with us. Moving our offices and effects is a new adventure. More floor space, more up-to-date facilities and the desire to mingle with our friendly competitors were the urge behind the move.

We are now located in the Cuyler Building, 116 West 32nd Street, between 6th & 7th Avenues.

While there may be no selling benefit to advertisers in our new address, there is plenty of selling ingenuity in this organization which we are ready to apply to your 1920 sales and advertising problems, be they simple or complicated.

Come in for a chat or a conference.

SHERMAN & BRYAN

Incorporated

ADVERTISING

116 West 32nd Street

New York

Phone 4040 Chelsea

The National Biscuit Company fired a three-page broadside into Providence on January 23. It was the advertising sensation of the week. One hundred and fourteen retail grocers all over Rhode Island contributed their share. This National Biscuit advertising was placed **EXCLUSIVELY** in the Providence News. There were all told 128 columns of advertising in that issue—the first 32-page paper printed by the Providence News, which is only twenty-one months old.

Publishers' Representatives

Payne, Burns & Smith, Inc.

Fifth Avenue Building, New York City
100 Boylston Street, Boston, Mass.

and two months older. Joe had so much surplus energy he simply had to do something with it. He was spoiling for a fight, and I knew it, and I knew the fearful trimming he would give me if it happened.

"But Joe never got the chance. And I wasn't servile, either—no grovelling. How? Dinged if I know! How'd you manage it when you were a kid?"

"Oh, Joe had his fights, of course. But not with me. There was somebody in the neighborhood an inch taller and six months older than Joe. Al Rollins had strong-muscled ancestry back of him, too. That's who Joe went up against. He had to fight somebody, and I saw to it it wasn't me!"

And William grins all over at the recollection.

In maintaining himself successfully in this truly "perilous" situation, William Gill was developing qualities which would fit him to write exceptional letters.

SHOULD BE SENSITIVE TO THE PERSONAL RELATION

Some boys and men are abnormally sensitive to the personal relation. They sense how the other fellow is feeling almost, it would seem, before the fellow himself does, and they keep just two steps ahead of him. One sort of men with this twist in their nature makes what we call "good mixers." They are adaptable. While appearing to be led, they really lead, inasmuch as the atmosphere they desire created comes into being at their behest, though others don't realize it. A parallel quality is invaluable in a letter-writer, in itself almost the making of him, for correlated with it are sure to be numerous human qualities.

So if we are searching for Big League stuff in letter-writers, we shall look for the intensely human man—the fellow who has had his ups and downs, and landed up; who is properly humble, realizing all the "bonehead plays" he has made, but full of spirit, knowing he is as good as the next man; who has his little affectations, but

laughs at them, loves, "sees" letter-writers, and knows he should be better than bad. He will scorn for his results in a difficultly dressed, never—no, in fashion or gratify respondent except to p. nine letter occasionally and botch Leaguer never does. He "get" next fellow doesn't "get" letter—an costly!

He senses other end how he feels his vanity advantage to be led. The person in business consistently he knows writes to I have material are made ties of a ties, and Humble future d business, honored, age of his

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Mitchell

laughs at them; who hates, envies, loves, "sees red." The Big League letter-writer knows human nature, and keeps his balance. He should be a friendly sort, believing the world is much more good than bad. He should know when to scorn formalities and conventions, and when to respect them, which means that he makes a habit of getting below the surface and judging things by the principles involved and the spirit.

He will be a quiet, pleasant person in his letters. Always with results in mind, he will write specifically to the individual addressed, which implies that he will never—no, never!—shape a letter in fashion purely to please a whim or gratify a passion. Some correspondents never write a letter except to please themselves; forty-nine letter-writers out of fifty occasionally indulge themselves and botch a letter. The Big Leaguer among letter-writers never does.

He "gets mad" as quickly as the next fellow. But, getting mad, he doesn't "get it out of him" in a letter—an oh, so easy way, but so costly!

He senses the fellow at the other end of the letter exchange, how he feels, how he will react, his vanities, his weaknesses, his vantage points. While seeming to be led, the Big Leaguer leads. The personal ascendancy, priceless in business correspondence, consistently remains on his side, and he knows it. But the men he writes to don't!

I have indicated the sort of raw material "master" letter writers are made from. They are qualities of a definite sort, broad qualities, and they go with big men. Humble men, but big men. In the future development of American business, the letter-writer will be honored, and the respect and homage of high executives will be his.

Has Warner Lenz Account

The Warner-Patterson Company, of Chicago, manufacturer of automobile accessories, has turned over its Warner Lenz advertising account to Mallory, Mitchell & Faust, Inc., of that city.

Keeping Up With The Times

A FACT A WEEK

The Times is at the testing age.

Newspapers have three ages in their development if they develop.

1. The period when advertisers do not expect much and take what results they get as a matter of course.

2. The period when advertisers check up results microscopically and compare them critically with results obtained elsewhere.

3. The period when, by reason of age and habit, advertising results are assumed, without inquiry.

In the most recent test of The Times, on a proposition involving investment and providing opportunity for accurate records, The Times showed three times as many results as one other Washington paper, twice as many as another, and exactly the same number as the other paper in the field.

The Washington Times

WASHINGTON, D. C.



READER- INTEREST

THE most valuable attribute of any publication as an advertising medium for high-class goods and service is genuine "Reader-Interest."

It is a fact that for almost seventy years before specially cultivating the sale of advertising space "PUNCH" catered only to "Reader-Interest" and so built up a world-wide "Reader-Interest" among people who have been loyal admirers and constant, faithful, interested readers, in many cases for several generations.

This wonderful "Reader-Interest" in "PUNCH" is the greatest factor in making its advertising space such a valuable investment, and accounts largely for the very great success of advertising of high-class goods and service in its pages to Britons at home and abroad.

**THERE IS NO SUBSTITUTE
FOR "PUNCH"**

ROY V. SOMERVILLE
Advertisement Manager, "PUNCH."
10 Bouverie Street
London, E.C., Eng

Business Students Study Agency First Hand

Thirty-five members of the Harvard Graduate School of Business Administration, conducted by Professor Daniel Starch of the University of Wisconsin staff and a member of the lecture staff of the Harvard School, recently spent a "laboratory period" in the offices of the Greenleaf Company, an advertising agency of Boston. They were taken step by step through the various stages in the preparation of an advertising campaign and watched the various departments of the agency at work.

This may give an idea to the conductors of advertising courses elsewhere.

New Car Manufacturer Will Advertise

The National Steel Car Corporation Limited, Hamilton, Canada, has taken over the plant, business equipment, assets and liabilities of the National Steel Car Company, Hamilton. The new corporation will continue to manufacture railway cars and motor trucks. An advertising campaign in which newspapers, magazines, farm publications and business papers will be used, has been undertaken for the new organization by the Hamilton Advertising Agency, Limited, of Hamilton, Canada.

To Advertise "Nu-Kola"

The Oscar Rosier Advertising Agency, Philadelphia, has obtained the account of the United Kola-Bottler Corporation, Philadelphia, an organization manufacturing and distributing through bottlers a soft drink called "Nu-Kola." A campaign in which newspapers and outdoor display advertising will be used will be undertaken in the spring. Advertisements will appear in all cities immediately after distribution has been secured.

New Advertising Representatives of New York "World"

J. E. Middleton and Thomas F. Dryden have been made advertising representatives at Chicago of the New York *World*, *Evening World* and *Sunday World*.

On the Pacific Coast these New York newspapers will be represented by the W. R. Baranger Company, San Francisco.

J. S. King Opens Agency at Cleveland

John S. King, recently a director and secretary of the advertising agency of Carpenter-Webb, Cleveland, has formed an agency of his own in that city to be known as the John S. King Company. G. G. Rich will be associated with the new agency as vice-president.

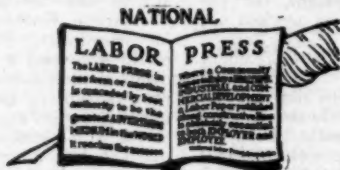


CO-OPERATION

Co-operation Through The LOCAL LABOR PRESS OF AMERICA Will Swing The Bulk of Buying Power To Your Side of The Business Scale

OVER 75% of the actual purchasing power of America is vested in the organized wage-earners, both men and women, who give full allegiance and support to buyers of space in the American Local Labor Press. 184 publishers of the official and recognized organs of every craft and trade, are active members of the National Labor Press Association, which handles all national advertising for these resultful mediums. Only one set of copy and one order needed for the entire list, or any part of same. An inquiry will bring facts and figures to prove conclusively that no campaign can be considered 100% efficient unless it embraces the support of this American Army of nearly

5,000,000 Co-Operators



ASSOCIATION

ADDRESS ALL MAIL TO
MURRAY BUILDING
GRAND RAPIDS, MICH.

NEW YORK

CHICAGO

War, Prohibition and the Wave of Advertising

Shaken Out of a Commercial Lethargy, Manufacturers in Every Field Have Become New Advertisers Over Night

THE war shook or pried manufacturers and others loose from tradition. It put them up against new conditions that had to be solved in a hurry. Doing this, it gave them a resourcefulness and an ability to measure quickly up to opportunities that would have been a long time in coming had ordinary conditions prevailed. Then, when poor old John Barleycorn was tossed rudely and roughly into his death-bed these manufacturers and others were able to take a rapid glance ahead and see with the utmost plainness opportunities for the almost unlimited development of their businesses.

The outcome is that to-day you see advertising unprecedented in tone, quality and quantity boosting a long range of merchandise from tea and washing machines to costly and luxurious soda parlors.

A peculiar and gratifying condition to be seen in much of this advertising is the thoroughness with which it goes into the whole proposition. It concerns itself not merely with selling but also with production. It is based on the self evident principle that goods have to be produced in quantities before they can be sold in quantities.

Take such campaigns, for example, as those being worked out by the National Dairy Council and the Blue Valley Creamery Company. A big feature in each of these is the steps that are being taken to persuade the farmers to produce more milk. Then the argument to the consumer is based on an effort to sell him on the fairness of existing prices for dairy products and to induce him to use more.

PRINTERS' INK has already told of the National Dairy Council's plan to establish dairy bars all

over the country which will sell various dairy drinks in place of the more energetic but less nourishing alcoholic refreshments that men would buy now if they could.

The tea and coffee importers were quick to see their opportunity along the same line. Elaborate campaigns have been projected by the tea and coffee interests to stimulate the great demand for their products that now is coming as a matter of course—a campaign that reaches to the coffee planters of South America and the tea growers of the Orient.

CANDY BECOMES A FOOD

Candy manufacturers come along with attractive and altogether correct arguments to the effect that sweets can take the place of booze. This is a scientific fact that chemists and experts in dietetics have always known. Yet it was only three or four years ago when prohibition began to loom large upon the horizon that an enterprising western confectioner bethought himself of that convincing selling talk. Not so very long ago candy was regarded as a mere luxury and not a very healthful one at that. It was something for mothers to guard their children against and for the young man to take in beribboned boxes to his sweetheart. The funny men of the press and writers of novels depicted their heroines or villainesses sitting in hammocks reading racy fiction and stuffing themselves with bonbons.

Up-to-date advertising, though, has asserted itself to a point where now candy is regarded as what it actually is, namely: nourishing and altogether desirable food and an appropriate substitute for alcoholic drinks. This is the reason why candy

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manufacturers the country over are increasing their advertising appropriations to-day and likewise working themselves nearly to death to increase their output to meet the stimulated demand of the present and to add to their facilities to do the same thing for the still greater demand of the immediate future.

Take the soda fountain. A few short years ago it was the refreshment Mecca for women, children and a few ladylike men. You know well enough the type that is meant here—sloppy drug store and confectionery fountains, presided over by impudent persons of the masculine gender who were not even on decent speaking terms with soap, water and manicure files.

Advertising ably backed up by merchandising has brought about a revolution in soda fountains. Concerns like Albert Pick & Company of Chicago, were quick to grasp the lesson taught by the saloon. Through the medium of the printed advertising message soda fountain owners were thoroughly sold on the fact that they had to make their places such that men would patronize them—that they had to make men feel at home as the saloon did.

Then Pick jumped a decade or two and brought down to the present an elaborate soda parlor idea embracing all the unobjectionable features of the cabaret, the high class buffet, the standard soda fountain and confectionery store. The company went so far as to design buildings for this exclusive purpose and to put at their customers' disposal elaborate plans and equipment for what might be called soda fountain palaces with facilities for dancing and other legitimate amusements. The soda fountain was headed that way. But the war and prohibition combined reached into the future and hurried the thing along to the extent of at least twenty years.

Post-war advertising, quick to take advantage of conditions, has even wrought a revolution in the daily work of the housewife and

"When Seconds Count"



"Catalogs—Quick!"

Give us the plates and copy, and whether it's a million run or not, we'll give you a delivery date that the entire K-L organization will stand back of. Many large national advertisers and mail order houses bank on K-L service.

Kenfield - Leach Company

"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

Chicago Carton Company

4433 Ogden Avenue 516 Fifth Avenue
CHICAGO NEW YORK

*The largest selling
quality pencil in
the world*

VENUS PENCILS

THOSE who want smooth,
firm, non-crumbling leads
select the matchless **VENUS**
—perfect for exacting work—
a comfort in drawing and
writing.

17 black degrees, 3 copying

For bold heavy lines

6B-5B-4B-3B

For general writing

and sketching

2B-B-HB-F-H

For clean fine lines

2H-3H-4H-5H-

6H

For delicate thin lines

7H-8H-9H

Plain Ends, per doz., \$1.00
Rubber Ends, per doz., 1.20

*At stationers and stores
throughout the world.*

**American
Lead Pencil Co.**

205 Fifth Ave.

New York

and London, Eng.



in the play of the children. With this has come a remarkable development in the manufacture of household labor saving devices and in toys.

During the war it became the fashion for a woman to solve the maid problem by doing all or a part of her household work. This meant she was in a receptive mind for selling arguments in behalf of washing machines, electric irons, vacuum cleaners, kitchen cabinets and the like. She found that articles of this type which ran up into money could be purchased on the easy payment plan.

Manufacturers were wise enough despite the difficulties of production to go right after this business, having in mind the future rather than the sales that might be made right then. They are reaping the harvest now. The sales in household utilities of the kind mentioned are absolutely unprecedented. It was advertising that did this. If manufacturers in these lines had been timid and shortsighted to the point of deferring their advertising until manufacturing conditions should have been equalized, a large part of the great opportunity would have been lost for good. Here is one place where psychology really does cut some figure in advertising. There is a right time to begin. That talk about opportunity knocking once at every door is not one hundred per cent heresy after all.

EXPANSION OF TOY BUSINESS

The toy manufacturing interests of the country are undergoing a process of rapid development that might never have come had we not fought Germany. When German goods were shut out the American toy market was laid wide open to domestic manufacturers. The manufacturers did not create the opening but they did rise to their opportunities in manufacturing, advertising and selling in a manner that even they themselves did not regard as possible.

The first task was to produce the holiday staples such as dolls,

LI
Co

LIFE
B. F

LIFE

Color Forms

For first half of 1920

March 4th Sold out

“ 18th “ “

May 6th “ “

June 3rd “ “

April 1st 2 pages open
(*Easter Annual*)

April 15th 1 page open

May 20th 1 “ “

June 17th 1 “ “

July 1st 2 pages open

Please Wire Dates

Geo. Bee. Arc.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.



AKRON EVENING TIMES

The Only Associated Press Newspaper Published in Akron
VOL. 10—No. 124 AKRON, OHIO, SATURDAY EVENING, DECEMBER 10, 1919 (ELEVENTH PAGING)

FINAL
EDITION 20

5,021,586 LINES INCREASE IN ADVERTISING IN THE YEAR OF 1919

1918 ADVERTISING

LOCAL . . . 7,263,640
FOREIGN . . 701,092
CLASSIFIED 1,584,730
TOTAL . . . 9,549,462

ONLY SUNDAY PAPER PUBLISHED IN AKRON, OHIO

A Bonanza for advertisers, is read in practically every good home in Akron. Carries more than twice as much automobile advertising as all other Akron newspapers combined.

CHAS. H. EDDY CO.

Foreign Advertising Representatives
NEW YORK CHICAGO BOSTON

This does not include thousands of lines of advertising we were compelled to omit on account of paper shortage.



ASSOCIATED PRESS
SERVICE
MEMBER OF
A. B. C.

1919 ADVERTISING

LOCAL . . . 9,210,824
FOREIGN . . 1,081,460
CLASSIFIED 4,278,764
TOTAL . . 14,571,048

The Britton Printing Company

Printing for Advertisers

CATALOGS
MAGAZINES



LARGEST PLANT IN
CLEVELAND, OHIO

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inexpensive mechanical toys, iron and wooden toys and Christmas tree ornaments. This was done a little better each year until America became independent of all foreign production in these lines.

But this is not the big thing that was accomplished. It is no discredit to the performance at all to say it was pretty much in the nature of a copying job—something in which our little yellow brothers over in Japan are so adept. The big thing is that the manufacturing, advertising and merchandising of these toys awoke the inventive genius of America. There were brought out new ideas in toys which the Germans would not have thought of in a thousand years. American children to-day are playing with new toys representing new ideas that are as far in advance of the old as day is ahead of night.

NEW INVENTIONS IN TOYS ARE COMMON NOW

It has got to be quite the fashion for American business men, including retailers and toy buyers in jobbing and retail mail-order houses, to invent new ideas in toys which create new industries and bring in real money.

A retailer in a suburban town near Chicago thought up some new ideas for mechanical toys that could be produced economically and sold at a good profit. To-day he is making more money out of those toys than out of his store.

In that same suburb the daily net profit on toys manufactured there is close to \$2,000. There is nothing so sensational in these figures of course but it must be remembered that the factories are small affairs and make no pretensions at all. They merely are going ahead working out their ideas in a local way. But their products are meritorious and advertising soon will give them the national distribution they merit. This is a sample of what is going on in a number of other communities. Toy making in fact is becoming pretty much

A-No-1



That's the consensus of opinion about the first issue of **GOOD HARDWARE**.

Every manufacturer of hardware or automobile accessories should send for a copy at once and ask us about the plan of publication.

GOOD HARDWARE is the *only* magazine published, reaching *every* retailer of hardware in the United States and Canada:

More than 50,000 of them.

Wire or write for rates.

Representing

Over 15,000
Good Hardware
Mail Box
Drug Topics

Conant
Advertising

345 Peoples Gas
Building
Chicago, Ill.
Harrison 1500

Would you like to place your goods on the PHILIPPINE MARKET

and from there branch out to include the rest of the Orient?

3,000 islands with 12,000,000 people

Ready, Willing and Able to buy your goods. All that is needed is that they be told about them

LET US DO THE TELLING

We can do it in any language or dialect

We have a selling organization of 940 trained municipal agents

Advertising by all mediums. Translating, publishing and distributing of catalogs, circulars and class publications to live prospects. Classified mailing lists

Credit reports. Collections. Trade marks registered. Send sample and literature for report. No competing lines handled

Write on letter head and enclose 10c for valuable booklet on marketing

"THE MARKETING MAN, INC."

Advertising + Selling = Marketing

224-225 KNEEDLER BLDG.

P. O. Box 1500, Manila

OPEN FOR POSITION AS ADVERTISING MANAGER or Asst. Advertising Manager

where I will be in line for the chief's job. Over three years' experience in my present position as advertising manager of a division of a large manufacturing corporation in which I have been entirely responsible for the planning and carrying out of advertising campaigns, the writing of copy and the preparation of printed matter, dealers' helps, display matter, etc., for a wide variety of products.

My experience with my present employer also includes a year as associate editor of the company's house organ—one of the largest in America—and two years' direct mail experience as general manager of a subsidiary organization.

My work-samples prove that I have the ability to write unusually strong, sales-producing copy and that I have produced a number of merchandising plans that have shown exceptional originality and results.

I am 28, a college graduate, married, and will only consider a position where loyalty, earnestness and conscientious service are valued and where there is opportunity to grow to the limit of my ability. Address T. O., Box 58, care Printers' Ink.

1,500,000 Consumers



Wisconsin Daily League

29 leading daily newspapers which blanket the State.

We furnish complete consumer and dealer data. This league specializes in dealer co-operation.

With one order and one payment you blanket Wisconsin.

Write today for rates and information on co-operation.

H. H. BLISS, Secretary
Wisconsin Daily League,
Janesville, Wisconsin

a localized industry—an interesting adaptation of the German idea of making toys in the home.

An advertising man connected with a toy trade journal invited the writer out to lunch the other day and showed him rough drawings of two of the cleverest kinds of mechanical toys you can imagine—creations of his own. It would not be proper to name them here because the advertising man has not yet obtained his patents. Merely mentioning the name would be sufficient to cause numerous people to come forward with ideas for the same articles. The ideas for these two toys are to be classed among those that are so simple. It's a wonder dozens of people have not thought of them already. Just a little while before this the same advertising man sold another little simple toy to an eastern manufacturer for \$1,000. He will make several times that sum out of the two he now is working on.

Another big thing advertising has done for American business in these unusual times is to sell many people on the idea of less service. As such it has reduced operating costs to the benefit of profits or the lowering of prices. It has been able to remove many abuses which in ordinary times business people would have lacked the courage to speak about. This is worked out all along the line from manufacturer down to consumer. Reforms brought about in the matter of returned goods, for example, have removed from net profits a drag mounting well up into the millions. Never again will there be the same old free and easy practices on the part of retailer and consumer in sending back goods with so little regard for the loss sustained by the one who sold them.

Things are moving along rapidly in an advertising way. This is all the more reason why advertisers and everybody concerned should keep their feet firmly on the ground and not be swept away by any false wind of doctrine.

1919 Advertising Score

South Bend, Indiana's, Three Newspapers

TRIBUNE, - - - 309 issues, 6,456,450

Morning News-Times, 313 issues, 4,705,812

Evening News-Times, 307 issues, 4,713,075

LINES

The South Bend Tribune.

Leads in Every Classification—also in Circulation

Membership in A. N. P. A., Newspaper Departmental of
A. A. C. of W., A. B. C.

The Tribune deals direct with the Agency and the Advertiser
South Bend, Indiana



TWO complete engraving
plants—fully equipped for
intelligent service and the
finest production of color
plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK



The Calvert-Hatch Co.

AS A FIRST STEP IN A CAREFULLY
CONSIDERED PLAN HAS ELECTED
THESE NEW OFFICERS:

CHARLES A. STEVENS • *Vice-President*
In Charge of Sales

J. EUGENE HERBERT • *Secretary*

Mr. Stevens was for seven years Manager of the Cleveland Office of the Matthews-Northrup Works and has been unusually successful in bringing forceful illustration, effective copy and typography to the use of advertisers.

Mr. Herbert has been an efficient member of our force for several years.

THESE NEW OFFICERS WILL HAVE CHARGE
OF THE APPLICATION OF OUR ABILITIES
TO THE NEEDS OF OUR CUSTOMERS

THE CALVERT-HATCH CO.

P. N. CALVERT, President

Printers of Advertising Literature
Cleveland, Ohio

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Advertising Along the Thames

In odd corners of London, perhaps in the quaint little passages to be found between Paternoster Row and Newgate Street, there may still remain, to mark the home of some trade or industry of other days, small sculptured signs, let into the wall above the door. These inconspicuous mural tablets form one of the few links with the time when the cookshops of Eastcheap maintained a flourishing business beneath their modest trade signs, and when "Pie Corner" bore the legend to which it owed its well-known name. Such were the devices by which merchants of those days were content to draw custom to their doors.

Since then, advertising enterprise has grown. The extent of its development might have been seen in the days before the war by leaving the narrow passages, with their signs snuggling in the facades, stepping across to the Thames Embankment, and looking out over the vast expanse of the river, and the noisy thoroughfares of Lambeth and Southwark on the opposite bank. There, after nightfall, ranged on the waterfront as far as the eye could see, were London's modern business signs; a great phalanx of illuminated monuments. They claimed attention, not from a street or a square, but from all the myriads of busy people moving within the environs of the waterway. Brunnhilde on her mountain fastness was not more completely hemmed in by Loge's fire than was the Thames at London by these sky signs that stood out as if the pyrotechnics of a line of Crystal Palaces were spluttering out their incandescent messages to the populace. They flashed and refashed the sterling qualities of pickles, pianolas, soap, and who knows what, as persistently as the "Mad Hatter" reiterated his "best butter." One might well be excused for wondering sometimes whether modern London revealed her real essence in those mighty words, shining in the darkness and monopolizing the whole horizon.—*Christian Science Monitor*.

Joins Akron Advertising Agency Co.

B. C. Wilson, who has been associated with the advertising department of The Miller Rubber Company, Akron, Ohio, has joined the staff of The Akron Advertising Agency Co. He was formerly connected with The Martin V. Kelley Co., Inc.

The Akron Advertising Agency has secured the account of the Standard Four Tire Company, Keokuk, Iowa.

W. P. Scott With Tracy-Parry Agency

William P. Scott has become a member of the organization of the Tracy-Parry Company, Inc., advertising agency, Philadelphia, Pa. He has been made New York executive of this agency. Mr. Scott was for a number of years New York manager of The Dowland Advertising Agency.

Successful Export and Advertising Manager

DESIRES NEW CONNECTION

20 years' experience in Latin-American markets handling internationally advertised lines. Also valuable European and Far East connections.

Perfect knowledge of Spanish. Working knowledge of Portuguese and French. Writes and places own copy. Knows bottom rates.

Rare opportunity to secure a high class man for large manufacturing business or advertising agency.

Minimum salary \$8500 or partly sales percentage basis.

"EXPORT," BOX 61, PRINTERS' INK.

Change the Location of Your Printing Plant?

We want a good printer with a good plant to locate in a high-class New England city of 10,000 population. We can give him work amounting to about \$20,000 annually on a contract, and have about \$25,000 additional competitive work on which he will have first chance. There is plenty of other work to be had. He must have at least two large presses, linotype or monotype, folder, stitcher, two or three job presses. We are willing to pay good (but not fancy) prices for the work to be done for us. The work consists of a semi-monthly publication, some books and general job work. Not a union town, but 48-hour week prevails. Living conditions fine.

Write full particulars and let us get together and give the matter careful consideration. Our main reason is not lower prices, but to get our work out on time; the offices now doing the work are overcrowded. We pay cash for all our work. For further particulars address: Publisher, Box 52, care of Printers' Ink, New York, N. Y.



One reason my advertising is successful is that I enjoy writing it!

Series for advertisers or agencies.

Special attention to out-of town orders.

E. Sampson

Box 333, Gen'l P. O. New York
Author of "Advertise!"

For Over Five Years

we have been manufacturing a product which is ripe for intensive national advertising and extension. Would like to connect with a party with sufficient capital to place it on the market properly. Toilet goods field.

Address J. C., Box 64,
 care of Printers' Ink.

Reasons For the Rapid Growth of Associations

(Continued from page 12)

elbows and travel the road in company. It is inspiring to march in the ranks, to swing with the rhythm of united movement, to feel the common impulse and the give and take of the support of those around, even though they be unknown.

"Only rare specimens of the race live the hermit life apart from others and without the inspection and support of their kind.

"Association in groups, either great or small, generates a group feeling or class consciousness, and powerful, indeed, must he be who would or can withstand it. Love of family, patriotic pride, adherence to the established principles and practice of our trade, are things quite apart from personal affection, individual loyalty and business honesty. Thus in creating and defending sound practice, just dealing, business loyalty and the community of spirit and of fellowship, we are fulfilling a high mission, and if we do these things we can meet with confidence the searching question:

"What do you do with your money?"

"What are we in business for? Is it only to make money? Or is it also to enjoy our lives in pleasant association with others in doing some useful thing?"

The early efforts of this association were largely confined to securing the enactment of suitable tariff legislation to enable its members to meet the competition of the product of cheap, foreign labor, but its scope now covers a wide range embracing such matters as raw silk classification; freight classification; the promotion of co-operative transit liability insurance; development of standard contract clauses; extending the use of trade acceptances; group publicity; prosecution of mis-branding as a form of unfair competition; establishment of a

Are You Merely Looking Across the Atlantic?

A Word to the would-be Marketeer in England

We firmly believe any American firm for making or handling a distinctive line of goods can enter the English market successfully.

The prospects in the English market may appeal strongly to you but perhaps you are hesitating for some reason or other—merely looking across the Atlantic.

Let us help you to a decision to come across.

We have a first-rate organization able to investigate and report on the conditions here. We can give you reliable information and guidance in all matters appertaining to the marketing and advertising of your goods. As in America, so also in England, distribution is a prime factor in success and we know the best methods to pursue to get distribution.

We handle the advertising of many first-rate British firms and have a solid reputation for success. We will furnish all necessary credentials of our standing and business integrity.

Meantime, send us full particulars of your goods, your aims and everything that can help us definitely to help you.

W. S. CRAWFORD, Ltd.

Craven House Kingsway
LONDON, ENGLAND

A Future for Experienced Copy Writer

Somewhere there is a brainy, earnest copy writer, not over 30, who has put in several years, perhaps in several jobs, picking up business training and a knowledge of advertising.

And now, is ready to find a permanent business home where he can use his ability and experience and become a part of a growing business with a big future.

This position offers very attractive prospects for such a man. The business is not as yet too large to permit a man to learn all sides of it. The work will bring a copy man in close association with the head of the business, himself a young man, who is rapidly building up a business that promises a wonderful future for all his associates.

At present the company, which is a New York concern, manufactures a popular labor-saving machine, and easily ranks above its competitors.

So much for the business; now about the man.

We want a copy writer with real brains, who can write ads, catalogues and sales promotion letters—one who has judgment and common sense as well as originality. We want a man with enthusiasm and energy, who will take a deep interest and play a big part in realizing the future we have before us. Therefore, only thoughtful, earnest, hard-working men need apply.

All correspondence will be held in strict confidence. Write in detail, age, business record, approximate salary and when your services will be available. If possible, enclose a recent photograph of yourself, which will be returned. Address

AGGRESSIVE
Box 59, care of Printers' Ink

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trade-mark registration bureau; co-operation with the Textile Color Card Association of the United States; operation of a committee on arbitration which commands the respect and confidence of the entire trade; a Bureau of Adjustments and Complaints, a large part of whose work is for firms outside the organization, and whose suggestions for improving trade practices have proved of particular value; and a Missing Property Bureau which is striking terror into the hearts of silk thieves and which has produced such wonderfully constructive results in the comparatively brief period of its existence that it alone might be considered as worth the entire cost of membership in the association.

A further idea of the extent to which co-operative organization has been effected in the silk industry may be obtained from the following list of subdivisions of the association, which are classified according to trades:

Division A—Raw Silk Importers, Dealers and Brokers.

Division B—Silk Throwsters, Manufacturers of and Dealers in Silk Yarns.

Division C—Sewing Silks and Twists.

Division D—Broad Silks (including a subdivision of Tie Silks).

Division E—Ribbons and Hat Bands.

Division F—Laces, Nets and Veilings.

Division G—Knit Goods, Fringes, Braids and Trimmings.

Division H—Skein Dyers and Dyestuffs.

Division I—Piece Dyers (including a subdivision of Printers and Finishers).

Division J—Manufacturers of Silk Machinery and Supplies.

Division K—Manufacturers' Agents and Commission Houses.

Division L—Warping and Winding.

Division M—Labels.

In addition to its official news organ, "The Silkworm," the following bulletin service is maintained by the Association:

Export Advertising Opportunity

Prominent and rapidly growing export organization handling automotive and related products has opening for young man with some export advertising experience, particularly in preparation of catalogs and other printed matter for foreign countries. Some mechanical knowledge will be an advantage.

Give all pertinent details of experience and personal history in first letter, and mention salary required. Do not send samples of work—they will be requested in case of interview. Correspondence will be treated as confidential.

"C.D." Box 65, Printers' Ink

Copy Writer Wanted

One of the most prominent newspapers in the country has an opportunity for a young copy writer. He must know the fundamentals of advertising; be able to pick the selling points of a product or proposition and to express himself clearly and forcefully. In other words, we want a "comer." We prefer a man who has been handling general newspaper copy. Metropolitan newspaper experience not necessary. The position holds a future; it must be filled at once. If you think you are the man, sell yourself in the first letter; state salary wanted and enclose samples. Applications without samples will be ignored. Tell your story to W. S., Box 63, care Printers' Ink.

Have You a Product for Young Men---

An organization that is now producing a publication which in literary and artistic quality ranks with America's best is in a position to handle the complete preparation of one or two large-edition booklets or house-organs having a special appeal to young men. This is an unusual opportunity for one or two companies to secure the services of an organization that can present convincing evidence of its ability to produce a publication of which you will be proud. This notice will not appear again. If you are interested, it will be well to act promptly, giving a brief general statement of your requirements.

Address B. G., Box 62, care Printers' Ink.

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

Printers' Ink Publishing Co.

185 Madison Ave. - - - New York

No. 1. Manifests of raw silk importations at the ports of the United States, showing marks, numbers, vessels, ports, shippers, consignees, etc., are reported to the members as soon as received—daily if necessary.

No. 2. A monthly bulletin showing the importation of silk goods at the Port of New York, classified according to the respective rates of duty paid.

No. 3. Monthly, or more frequent, bulletins of re-appraisements of imported silk manufactures, whenever made by the Board of United States General Appraisers of New York.

No. 4. Bulletins quarterly, semi-annually and annually, giving dutiable silk imports at the Customs Districts of the United States.

No. 5. Raw Silk Statistics; a monthly summary of raw silk statistics in principal markets of the world.

The organization and the work of the Silk Association has been given in detail, because it shows, as not anything else could, the vast ramifications of modern association practice. The primary purpose of associations may have been to promote good feeling among competitors who were suspicious of one another, but the work has long outgrown that elementary object. Manufacturers who have acquired the association type of mind find that they have no reason to be envious of their fellow mortals in tribulation. They discover that they have many trials and troubles and harassments in common, and that the only way they can solve their own problems is to help their competitor solve his. In other words, many of the perplexities of modern business are industry problems. The individual manufacturer can tilt away at them all his life and not accomplish anything. The only way that these difficulties can be removed is for the industry, itself, to unite in getting rid of them. It is this that furnishes the real basis for association work as it exists today.



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MERCIER

When physical cunning and strength went mad, when all ordinary protections and safeguards were swept away the little land of the Belgians was saved from utter devastation by the power of a single name—

MERCIER

If we could concentrate the essence of this man's bigness we would probably say it lay in his mental and moral honesty, simple qualities, but ones that form the foundation for any success, social, governmental or business.

GATCHEL & MANNING, Inc.
Photo-Engravers
PHILADELPHIA

Opposite Independence Hall

In Philadelphia stands a small building through whose doors have passed big people. Our weather stained sign has seen many of them pass by.

LEADERSHIP IN LINCOLN

The merchants of Lincoln in 1919 bought 641,186 more local lines of advertising in

THE LINCOLN STAR

than in both its morning and evening competitor combined—A lead of 2,137 columns of clean advertising. This tremendous lead is convincing proof of what its home merchants think of *The Star* as an advertising medium. THE STAR WITH ITS CONCENTRATED, NON-DUPICATED CIRCULATION DOMINATES THE LINCOLN FIELD. IT REACHES MANY THOUSANDS OF INDIVIDUAL HOMES MORE THAN ITS COMPETITOR.

USE THE STAR IN YOUR NEBRASKA CAMPAIGNS

THE LINCOLN DAILY STAR

NEBRASKA'S BEST NEWSPAPER

Eastern Representations:

BENJAMIN & KENTNOR CO.,
 225 Fifth Avenue, New York

Western Representations:

THE FORD-PARSONS CO.,
 930 Marquette Bldg., Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1883 by George P. Russell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 MURRAY HILL. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGHEAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra Canadian Postage, one dollar.

Advertising rates: Page, \$50; half page, \$45 quarter page, \$22.50; one inch, minimum \$7 Classified 50 cents a line, Minimum order \$2.50

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ROY DICKINSON, Associate Editor
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EDITORIAL STAFF:

C. P. Russell, Frank H. Williams
Helen A. Ballard, Albert E. Haase

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, FEBRUARY 5, 1920

Advertising and the Fifth-Wheel Distributor

One of the most troublesome mischief-makers in the dizzy price situation through which the world has been passing is the speculator. By pulling goods out of the line of distribution, and holding them for a few days or weeks, he has raised hob with all the economic laws. He has made more acute the deplorable merchandise shortage that has existed for over two years, and has caused infinite embarrassment to manufacturers, wholesalers, retailers, and other distributors.

Speculation has been rife in textiles, foods, clothing, shoes and

in several other staple lines that are in urgent demand. Men not regularly in that business have used their credit to get hold of a quantity of merchandise, which they held until prices had gone up a few more notches. Sugar, for example, has been found in all sorts of uncouth hands. Men is this business and that business, where no sugar is ordinarily used, pounced on all the sugar they could get and put it in their warehouses until the sugar famine made it profitable for them to sell.

In some lines the speculator actually set up an establishment in the field that he selected for his operations. In the silk business, for instance, in the neighborhood of four hundred new jobbers have recently sprung into existence in New York alone. Most of these would have to be called jobbers, except that instead of facilitating the distribution of merchandise, which is the function of a regular jobber, they have in many cases actually retarded its distribution. Many of them operated in very petty fashion. They did business in a two by four hole in the wall. They owned only a few cases of silk at a time, and usually had to hold it only a short time before they were able to sell it for a profit.

In other words they held up the train of distribution and extracted a toll from the regular trade, before they allowed the silk to proceed into consumption. In many cases the trade refused to sell these fifth-wheel distributors, but despite this they were usually able to get supplies, sometimes through devious channels. The activities of all these little fellows naturally made it harder for regular jobbers and other legitimate factors in the trade to get silk.

We suppose that the speculator is a necessary evil in an era such as the war has thrust upon us. The operation of economic law will, however, gradually eliminate him. Also the recent raise in the re-discount rate of the Federal Reserve Banks will undoubtedly help to squeeze out a few middlemen who are needlessly duplicating adequate distributing ma-

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Advertisers in particular are anxious to get rid of fifth-wheel distributors, who make their money by speculating instead of making it by merchandising. Speculation is opposed both to the spirit and to the purpose of advertising. The object of advertising is to speed up and to make easy the process of distribution. Speculation slows up distribution. Advertisers constantly preach that good merchandising consists in keeping stock turning rapidly, while at the same time using discretion in not getting caught short on a rising market. The speculator doesn't believe in turnover. He believes in holding his goods and letting the market make his money for him.

New Use For a Slogan

A well established slogan often does double duty. The Hydraulic Pressed Steel Company, of Cleveland, is using one in an interesting way. "More than a Place to Work" has been featured in the Hydraulic copy, which sells the ideas and ideals of the company, rather than any particular product. This company's unique use of advertising space was described in a recent issue of **PRINTERS' INK**. What the Square Deal Means; Let Us Put Our Own House in Order; Toward a Better To-morrow, and similar pieces of copy, interested the public in the company and its products. "We considered it also good business to establish a character and reputation for our company with the public, so that when we should ask any part of this public to give up their good money in exchange for our products, they could do so with entire confidence that they would get value received," said Jas. H. Foster, president of the company.

The character of the slogan enables the company to tie up its national advertising with its use in local copy when more workers are needed. Instead of the usual classified advertisement, the company is using display space in the

classified columns. In place of a detailed description of hours, wages, conditions, it uses the slogan.

Copy consisted of the company name, kind of men wanted, "more than a place to work," and "take 55th Street car to Hydraulic Avenue."

A corporation which bases its advertising upon its definition of the Square Deal in Industry, thus finds that its slogan can do double duty. It is applicable to many different products. Happiness, for example, as well as steel, contentment as well as castings.

The Right to Sell Co- operatives

Manufacturers and wholesalers will have to be rather circumspect in their dealings or in their refusals to deal with co-operative bodies.

This observation is prompted by the recent order of the Federal Trade Commission enjoining competing wholesale grocers from interfering with the Los Angeles Grocery Company in obtaining its supplies from manufacturers. This company is a co-operative concern, made up of retailers, who hope that through the instrumentality of their own wholesale house they will be able to obtain their goods cheaper. The grocers charged that their enterprise was being handicapped because the regular wholesalers kept manufacturers from selling them direct. The decision is a sweeping one in favor of the retailers.

Of course there is nothing about this decision that involves the right of a manufacturer to sell to whom he pleases. He does not have to do business with these united dealers or with any other co-operative body. But the decision does mean that if he wishes to sell the co-operatives no one can legally question his right to do so.

The immediate effect of this decision will probably not be very far-reaching. It sets a precedent, however, that in the long run will be likely to influence more and more manufacturers to recognize the legitimacy of co-operative

wholesale houses. We may confidently expect to see a striking development in this direction in the next few years. Already the tendency of retailers to buy co-operatively is pronounced. Many competent observers believe that independent merchants will not be able to compete with the chains unless they buy as the chains do. That was the prediction made in *PRINTERS' INK's* famous chain store series in 1914. Events that have transpired since then show on what a sound basis that prediction was founded.

In any event it may be set down as a safe principle that there should be no artificial strangling of new methods of distribution that the constantly changing order of society brings into being. These new schemes, as long as they are legally operated, should be allowed to work out their own evolution. If they do not logically satisfy one of society's needs they will quickly eliminate themselves.

In the meantime manufacturers must recognize that the channels of distribution are all the time in process of alteration. Methods of selling and of advertising must be frequently adapted to these shifting conditions. Manufacturers must keep their distribution fences mended or their advertising will not function to the full of its possibilities.

Advertising Guarantees To-morrow's Prosperity

Many manufacturers who think they do not have to advertise because they are vastly over-sold, may not, if the truth were known, be so greatly over-sold after all.

Because of the extreme shortage of goods that has existed for the last three years, a peculiar condition with respect to ordering has arisen. Buyers know from many sad experiences that when they place an order it will not be shipped in full. They know that many manufacturers, in order to be fair to all customers, have found it necessary to ration their goods. Orders are cut down one-quarter, one-third, one-half, or some other quantity,

according to circumstances. Some manufacturers cancel the portion of the order that they cannot ship; others place the unshipped part on the back-order file.

Buyers, as we said, have become wise to this situation. In order to circumvent it, they are giving orders for two or three times as much merchandise as they really need. Then, if the manufacturer cuts the order down one-half or three-quarters, the buyer will still get the quantity he actually wanted. Should the manufacturer accidentally ship the entire order, it would be a simple matter for the consignee to return the over-bought portion of it. It would be easy for him to save his conscience by attributing his unscrupulous action to the abnormal conditions.

This over-buying tendency is manifesting itself in various ways. Sometimes, instead of giving an excess order to one house, the crafty buyer gives the same order to half a dozen houses, hoping that all of them together will ship him as much merchandise as he needs. These sextuple orders, not only fool manufacturers, but they also fool the salesmen, leading them to believe that they are selling more goods than they are.

Consumers are doing this, too. We know, for instance, of persons who placed coal orders for the winter's requirements with three or four dealers. Also families have scattered sugar orders all over town.

In the light of this information, it is easy to see that there must be an immense duplication in these piled up back-orders. When production begins to catch up with demand, as it will some day, many of these postponed shipments will turn out to be only bubble orders. Too much faith, therefore, should not be placed in over-sold orders, as a security for next month's, next season's or next year's business. To-day's advertising is a much safer guarantee of to-morrow's prosperity.

Theodore H. Fishel, president of the Fishel Neesler Company, New York, manufacturing jewelers, is now supervising all the advertising being placed by the company.



International Advertising

IN a recent report issued by the Department of Commerce, Bureau of Foreign and Domestic Commerce, Washington, in Circular No. FE-51, captioned "Advertising American Goods in Japan," there appears the following quotation:

"Japan has two well organized foreign advertising agencies, which handle the foreign business that goes into the vernacular press: **The J. Roland Kay Co.** of Tokyo and the Far Eastern Advertising Agency of Kobe. **The J. Roland Kay Co.** also has London offices, but is the Far Eastern Branch of the Chicago firm."

J. ROLAND KAY CO. Inc.

FOUNDED 1904

INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO

18 East 41st St., NEW YORK

LONDON: (Associate House)

TOKYO:

John Haddon & Co. (Est. 1814)

J. Roland Kay (Far East) Co.

PARIS:

SYDNEY:

Jégu, Haddon & Roland Kay

J. Roland Kay Co.

Buenos Aires and Rio de Janeiro

**LOS ANGELES
EVENING HERALD**
CIRCULATION
123,305
DAILY
FIRST IN EVERYTHING
Member A. B. C.

AMERICAN FOOTWEAR
The National Authority
"Devoted to everything worn
on the feet"
We co-operate with agencies
Ask us how!
155 North Clark Street, Chicago

DO YOU REALIZE

That you can have a sample of your product put in every home in the fifty leading cities in the United States through the

Cassidy Advertising Service

WHO SPECIALIZE IN

HOUSE TO HOUSE DISTRIBUTING

OF ADVERTISING LITERATURE AND ADVERTISING SAMPLES

206 N. FRONT STREET, PHILADELPHIA PA.

A reputation of twenty years standing

We solicit your inquiry

Now It's
The Machen & Dowd Co.
Advertising Agency

512-514 Produce Exchange Bldg., Toledo, Ohio

*Formerly the Arkenberg-Machen-Dowd Co.

PUBLISHERS: Please correct your mailing lists.

Canners Endorse National Campaign

THE National Canners' Association, the Canning Machinery and Supplies Association, and the National Canned Foods and Dried Fruit Brokers' Association, meeting jointly at the Hotel Statler, Cleveland, last week, expressed their complete approval of the national advertising campaign. This campaign was described in detail in **PRINTERS' INK** of December 11. Between 5,000 and 5,500 representatives were in attendance.

Walter J. Sears, of Chillicothe, the new president of the National Canners' Association, said at the opening session that the association in inaugurating the publicity campaign "has committed itself unqualifiedly and completely to the judgment of the people of the nation." He said further that the advertising campaign had been

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American A
guage News

underwritten by the machinery association and brokers and asked the members of the canners' association what they were going to do about it. Every delegate pledged his moral and financial support.

The national campaign of advertising contemplates the investment of \$500,000 yearly for four years. Beginning with full page space in the newspapers during the latter part of November, 1919, it is now being extended to the national weeklies and women's magazines, and will within the next few months appear in the farm papers, trade press and certain class publications in the domestic science, medical and hospital fields.

The only branch of the canning industry not participating in the publicity is the milk section and an invitation to join was extended to it by Frank Gerber, retiring president of the National Canners' Association. The matter was referred to a committee of the milk section and instructed to advise with the canners' advertising and inspection committee. This leaves the question open for another year, as the milk canners' committee has no power to act.

President Sears announced that beginning next fall every can of food put on the market by any member of the association would bear the certificate: "Prepared under the sanitary inspection service of the National Canners' Association."

The Year 1919 in Mail-Order

The net sales of Sears Roebuck & Co. in 1919 were \$233,982,584.04, which is 28 per cent above the net for 1918. The gain of 1918 over 1917 was less than 10 per cent.

Net profits for the year just past were \$18,890,125.27—48 per cent higher than the previous year.

H. C. Williams With Foreign Language Associations

H. C. Williams, formerly a member of the advertising department of the New York Tribune is now with the American Association of Foreign Language Newspapers, Inc., New York.

Special Representative Wanted

For New York and Eastern territory by a trade publication in the automobile field. A man experienced in selling advertising space. Highest reference required. Also state experience and salary expected. Address

D. O., Box 67, care of Printers' Ink

Copy Writer and Lay Out Man

Can find splendid opportunity for development and promotion in strong Southern Agency. Charter member of A. A. of A. A.

One with knowledge of South and Southern conditions preferred. Please give age, experience and salary expected.

Address "S.E."

Box 66

Printers' Ink

Office Appliances

*The one journal which covers
the field of office equipment*

More than 315 manufacturers making use of
every issue. Send ten cents for sample copy.

417 So. Dearborn St., Chicago

New York Adv. Office, 508 Tribune Bldg.

GEORGE SETON THOMPSON CO.

Advertising Service

Planning—Copy and Art—Printing—Mailing
Booklets—Circulars—Catalogs—House Organs

122 WEST POLK STREET

Wabash 7314

CHICAGO

POSTAGE

The 25c monthly magazine that
tells how to transact business
by mail—Advertising, Selling, Collect-
ing, Catalogs, Booklets, Circulars,
Letters, Office Systems, Money Saving
Ideas. Send \$1.00 for 6 months.

POSTAGE, One Madison Ave., N. Y.

When you advertise

IN PHILADELPHIA

don't forget to insure the co-opera-
tion of retailers by including a
schedule of dealer copy in the

RETAIL LEDGER

Twice a Month; Sub. \$1.00 a Year



and BUILDING MANAGEMENT

Its readers construct, equip and maintain,
office and apartment buildings. They buy
vast quantities of materials, equipment and
supplies for this work.

City Hall Square Building, Chicago

Mail Order ADVERTISING

Another good copy writer
wanted. Mail order adv. ex-
perience not imperative. Pay
commensurate with capabil-
ity; no limit. Write or call:
220 W. 42d St., New York.

SCOTT & SCOTT

Chicago's Advertising Council

The advertising council of the Chi-
cago Association of Commerce has been
reorganized for 1920. W. Frank Mc-
Clure, advertising manager of the First
Dearborn National Bank of Chicago,
remains as chairman. The other mem-
bers are: Homer J. Buckley, Buckley,
Dement & Co.; Edmund Carrying,
the Butterick Publishing Company;
Stanley Clague, Audit Bureau of Cir-
culations; Guy W. Cooke, First Na-
tional Bank; J. A. Dickson, Chicago
Herald and Examiner; Reuben H. Don-
nelley, Reuben H. Donnelley Corpora-
tion; Herman A. Groth, William H.
Rankin Company; Frank R. Hume,
Chicago Evening Post; Fenton Kelsey,
Fenton Kelsey Company; W. T. Ke-
ster, Lord & Thomas; Edward S. La-
Bart, Wilson & Co.; Clinton P. Lamp-
man, Export American Industries; Wil-
liam Laughlin, Armour & Co.; John
H. Logeman, Thos. Cusack Company;
Lloyd R. Maxwell, Erwin, Wasey &
Co.; M. C. Meigs, Chicago Even-
ing American; Ernest I. Mitchell,
Mallory, Mitchell & Faust; Irwin S.
Rosenfeld, Sears Roebuck & Co.; G. R.
Schaeffer, Marshall Field & Co.;
Henry Schott, Montgomery Ward &
Co.; W. H. Simpson, A. T. & S. F.
Railway; S. E. Thomason, the Chicago
Tribune; Howard Van S. Tracy, John
Burnham & Co.; C. A. Tupper, Inter-
national Trade Press; Frank B. White,
Agricultural Publishers Association;
J. B. Woodward, the Chicago Daily
News, and Robert E. Kenyon, Seligman
Manufacturing Corporation.

In a Class With the Seller of Hair Curlers to Hottentots

FORBES

NEW YORK, January 26, 1920.

Editor of PRINTERS' INK:

In this morning's mail, we received
a request from Canada for a sample
copy of *Forbes Magazine*, accompanied
by 20 cents in 1, 2 and 3-cent United
States stamps, that had evidently been
clipped from reply postcards, sent out
by enterprising American concern.
The correspondent wrote, "I enclose
some stamps which are no good in
Canada."

I wonder how many thousand stamps
are being wasted in this way.

W. A. VONDERLIEH,
Circulation Manager.

Joins Federal Motor Truck Company

L. Grant Hamilton, former adver-
tising manager of the Regal Motor Car
Company, has joined the advertising
department of the Federal Motor Truck
Company, Detroit.

The W. R. Barranger Company, San
Francisco, special representative, has
been appointed Pacific Coast rep-
resentative of the Billings, Montana
Gazette.

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A Business Opportunity

A successful and well advertised specialty wine business of thirty years' standing, can now be purchased at present value of actual assets. It is well equipped to continue its business under the new conditions.

Since trade marks and good will are included, the applicant must be of unquestionable character.

The proposition will more readily appeal to one who was formerly in the liquor business or some branch thereof. One hundred thousand dollars is necessary to obtain complete control.

The business may pay for itself in one year; it should pay for itself in two years.

Address S. P., Box 57, care of Printers' Ink.

1269
B'WAY
N.Y. CITY.

PHONE
PENN
6653



EST. 1907

**COMMERCIAL
ART WORK
ADVERTISING ART CO**

The Little Schoolmaster's Classroom

THE Schoolmaster has a good friend who is well known in the advertising business. In the course of a recent letter, he says:

"I would like to suggest that there is a chance for a real discussion in the reticence of the automobile maker about his prices, both in his advertising and at the automobile shows. I happen to be a prospective buyer at the present time, and without arguing the point or giving my reasons, I am prepared to say that the automobile people are hurting themselves immensely from a sales standpoint by not printing their prices in their advertising. I know that they have a theory for not doing so, because I used to be in the automobile business. They may have some reasons now that did not then exist, but from the standpoint of the consumer there is not an automobile company that has not hurt itself in the past, and is not hurting itself to-day by not frankly following up its advertising effort by a statement as to the cost of the article."

* * *

His statement, so far as the show is concerned, is partly borne out by a letter written to the editor of a metropolitan newspaper by a woman describing her impressions, of which the following is a part—"and then way up in the corners of the upper floors the little newcomers nosing out with such an air of modest pleading, as much as to say, 'Do look at us anyway, who knows but you may be discovering another economy-service marvel?' And oh how grateful I was when we found one or two cars with the price on a card or a streamer—for after awhile 'How Much' becomes too much."

On the train the other morning, the Schoolmaster heard a sale lost miles away from the firing line. One commuter said to another:

"How much does that.....car sell for?"

The other named a price about \$2,000 out of the way, where the first speaker said:

"My wife and I had sort of made up our minds on that, but, of course, that price is way beyond us."

The car in question never mentions its price in its advertising. The "no price mentioned" manufacturers undoubtedly have many good reasons to justify their attitude—and the Schoolmaster, without taking sides in the matter, merely passes along the matter as a subject for debate to the Class.

* * *

Among the Schoolmaster's friends is an agency executive who seems to be able to get all sorts of surprising slants into the copy that he prepares for his clients. He is especially successful in exploiting new uses for old products.

The other day your tutor asked this man to expose the secret of his scheme. "How do you find so many strange uses for these articles?" he was asked. "Doesn't it require a lot of costly investigation to gather your data?"

"It is no trouble at all to get it," he replied. "I have thousands of persons throughout the country who are constantly collecting this information for me. The best of it is that their services don't cost me a cent. In fact, they do not even know that they are working for me. These unpaid assistants of mine are none other than the folks who occasionally write to newspapers, farm journals, magazines and other publications, telling of their experience in using certain articles. Hundreds of letters and short articles of this nature are published every year. I try to get hold of as many of these as I can. These clippings are the source of my ideas. That is all there is to my pet system."

"Last week, if you wish me to give you an illustration, I ran across a letter which a farmer



142,777
Net Paid
None in Arrears

PRAIRIE FARMER was the first Farm Paper over the bars with its A. B. C. statement for six months ending December 31, 1919. This report shows a total circulation of 142,777 with 108,827 in Illinois. This is more concentrated circulation than any other state farm paper has in its respective state.

In the face of present conditions no advertiser can afford to pay for inflated circulations.

Carrying expired subscriptions inflates circulation, in some cases as high as 50 per cent.

PRAIRIE FARMER cuts off all "expired" subscriptions promptly (unless renewed).

The advertising rate is based on net paid circulation—no deadwood.

Write for a copy of this A. B. C. statement and get the real facts on

PRAIRIE FARMER

First Farm Paper
 in the
 First Farm State!



CHAS. P. DICKSON
 Advertising Manager

SINCE 1841 → PRAIRIE FARMER, Chicago

BURRIDGE D. BUTLER, Publisher

W V

10,000 Letter Heads \$25.00

Extra good grade bond paper. Highest quality printing. Dust proof packages. A 100 PER CENT SAVING AND BETTER LOOKING LETTERS. Send for samples.

Sprinkle Brothers, Printers

Martinsburg, West Va.

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders 3 1/4 x 6 1/4 in. \$8.00

Each additional thousand 2.50

1000 4-page Folders, 4x9 in. 10.00

Each additional thousand 3.50

1000 4-page Folders, 6x9 in. 13.00

Each additional thousand 4.50

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers

525 So. Dearborn St., Chicago

The Richey Data Service

Don't use out-of-date, inaccurate figures. New data on sales, advertising and business conditions each month in pocket form. February Bulletin and literature mailed you on request.

THE RICHEY DATA SERVICE

482 Maridian Life Bldg., Indianapolis, U.S.A. RDS

The Peptimist

Read and believed in by
10,000 Building Supply Dealers
Have you seen a copy?
314 New Telegraph Bldg. Detroit, Mich.

SELL SEED BY MAIL

You can land more cash orders, at less expense per thousand using

PALLEN'S NEW MAIL ORDER DEVICE

than by any other method known. Send for sample, enclosing a couple of your ads, or suggest copy, and we'll arrange it.

J. PALLEN & CO., Columbus, O.

SALES LETTERS

After you write that important sales letter, send me a copy and tell conditions of mailing. If I can add selling power to it you owe me \$10—otherwise nothing—you to be the final judge. Years of experience in N. Y. and Phila.

E. M. TAYLOR

721 Connell Bldg.

Scranton, Pa.

had written to the farm editor of one of the big newspapers in the Mississippi Valley in which the writer tabulated thirty-one distinct ways that he is using his gasoline engine. His letter is a veritable mine of copy ideas. Unfortunately, we have no engine account at present, but should we get one you may be sure that some mention of those thirty-one uses will find its way into the advertising.

"Here on my desk is an article written by 'N. B. N. of Kans.' which I clipped from *Successful Farming* yesterday:

"But are we making the best use of the grinder? If we are, it is fastened to our work table all the time. It can be used in the moment of haste without a trip to the pantry shelf or the cupboard drawer to draw out the pieces one by one. It saves so many steps to have it on the table ready for use at any time.

"The foods which can be made more useful and more palatable by the use of a grinder are almost numberless. Dry bread can be ground into crumbs for use in puddings, croquettes, for garnishings and many other dishes. When the powdered sugar becomes lumpy and you are in a hurry to get the cake frosted, the lumps are removed by the grinder quickly.

"Soups are better if the vegetables used in them are ground. From the small pieces the flavor and food value dissolves more easily into the soup.

"The fillings for sandwiches

SALES MANAGEMENT

A "brass tacks" magazine that keeps you posted how others are building better salesmen, speeding up sales, putting more pull in sales letters, cutting sales costs, etc. Over 6,000 sales executives read it. Published monthly by leading clearing house for sales information.

Single Copy 25c \$2.50 a year.

SPECIAL OFFER: Send one dollar for four months trial subscription and FREE advertisement in *Salesman's Business* including plan used for totally successful agreement to overcome any objections as "Not interested," "Come back later," etc. Money back on request.

The Bartlett Corporation, 1220 Brooks Bldg., Chicago

"GIBBONS Knows CANADA"

are more delicious if ground in a chopper. It doesn't take much time to do this and it makes the children enjoy their school lunch. Peanut butter can be made by grinding the peanuts. Nuts and raisins are often better if ground, particularly for salads. In fact, one of the requirements of a good salad is that all ingredients be blended. That's why the food chopper is a help in salad making. Coconut and horseradish can be ground in the chopper with greater ease and less time than grating would require.

"Cranberry sauce for the company dinner can be prepared quickly if the berries are put through the grinder before they are cooked. It will not be necessary to strain after cooking then to remove the skins. Likewise apple sauce can be made in a hurry if the raw apples are ground.

"The dressing for baked chicken or other fowl is excellent when ground in the chopper. The left-overs, vegetables and meats, are best ground for croquettes, meat pies, stuffed peppers and many other dishes. Even the meat bought for hamburger steak can be ground at home. It is more economical, too. Surely the butcher will not use his time and machinery for grinding it in his shop unless we pay him for it."

"Let me ask you—where could a fellow find more selling ideas for a food grinder than the writer of this letter condenses into a few sentences? A whole campaign could be built on that woman's experience. Advertisers of certain household specialties always have to fight the opposition of certain prospects who imagine they do not need the advertised article because they haven't enough use for it."

DESIGNING and LETTERING for those who desire the best.

DEININGER

262 W. 24th St. New York
Telephone, Chelsea 1930

THE AMERICAN RESTAURANT

In your food merchandising plans have you ever considered the restaurants?

They sell more food daily than several grocers. 65% of a menu is made up of nationally advertised foods. Can we tell you more?

38 S. Dearborn Street, Chicago

House Organ Contributions

Live special articles, anecdotal and epigrammatic matter supplied at a moderate charge. Send sample copies of your House Organ and Sales Bulletin and I'll submit sample copy of specially prepared matter. No obligation.

John J. Lutge

263 Ninth Ave. New York City



**Howell
Cuts** 
for house organs
direct mail and
other advertising
ask for proofs
Charles E. Howell, 507 Fifth Ave. New York.

Le Nouvelliste of Lyons

The best result getter in provincial France and indispensable to all advertisers in the wealthy Lyons district.

ED. HAUBRICH
designs booklets, n everything
for advertisers and printers

110 W. 34 ST. NEW YORK
Room 1202. Phone Greeley 3948



Sends \$1 for 6 Numbers

WESTERN ADVERTISING the monthly magazine of ideas, information, inspiration. Tells business men what they want to know about Advertising. Keeps you posted on Western conditions. A necessity for progressive men. \$3.00 a year.

WESTERN ADVERTISING
SAN FRANCISCO

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

Advertising copy writer with advertising agency experience. State age, experience and salary expected. Address W. A. Krasselt, 354 Milwaukee Street, Milwaukee, Wis.

Circulation Manager's Assistant. To take charge of subscription department in national weekly. Write, stating age, experience and salary desired. Address Box 462, Printers' Ink.

EDITOR

Technical journal along mechanical lines in New York City wants competent and experienced editor. Might be handled on part time. Box 480, P. I.

Wanted in New York City, clever figure draftsman with original ideas. An unusual opportunity for one of progressive thought on general advertising lines. Private studio will be provided for his exclusive use. Box 469, Printers' Ink.

Advertising agency executive. Experienced man capable making himself recognized as power in progressive agency. Exceptional opportunity to exceptional agency man. State present, past connections, starting salary, other essential particulars; confidential. Box 488, P. I.

Printing Superintendent Wanted

We are looking for a capable man to take charge of our printing plant of about one hundred employees. Must have experience on rotary and flat presses, automatic binding machines, large edition booklet work. Address Printing, Box 482, Printers' Ink.

TECHNICAL ADVERTISING MANAGER with first-class record of past service and a thorough knowledge of power plant practice. Unusual opening for a man with brains and desire to settle permanently in the future. State minimum salary. A real job for a real man with snap and initiative. Box 483, Printers' Ink.

ADVERTISING SALESMAN.

Splendid opportunity for a man thoroughly experienced in advertising solicitation; only those who have a record of results obtained need apply; state in your first letter the magazine you have sold for and the results that you have produced; give salary and reference. Address Box 466, Printers' Ink.

ARTIST WANTED

A good, first-class retoucher in Cleveland, Ohio. **THE LUCK ILLUSTRATING CO.**, 8th floor, American Trust Bldg. One who can retouch photos. Only the best need apply. Nice steady work. Good pay.

WANTED—Circulation manager for weekly business paper in central west metropolis. Young man preferred. One capable of preparing result producing literature and building circulation strictly on merits of publication. In replying give age, experience and salary expected. Box 491, Printers' Ink.

TRADE-PAPER EDITOR

Broad-gauged experienced editor. Executive ability. Used to handling employees. Wanted by long established and successful weekly publication. Replies absolutely confidential. State experience and salary wanted. Knowledge of the textile trade desirable but not necessary. Box 477, Printers' Ink.

Trade Paper Representatives

Rapidly growing technical trade publication wants live representatives in several important territories, including New England (Boston Office), Philadelphia, Pittsburgh or Cleveland and Pacific Coast (San Francisco or Seattle). Member A.B.C. and Associated Business Papers. Exclusive territory. State previous experience and papers you are representing at present. Address Confidential, Box 460, P. I.

CHECKER

for Advertising Agency

Young man or woman for active assistant to head of Checking Department. This offer is extended to those only who have had more than a year's experience in actual checking work. See Mr. Collins, Blackman-Ross Company, 95 Madison Avenue, New York City.

Manager Wanted, for Canadian National Newspapers & Periodicals Association, to act also as Secretary-Treasurer, and carry on the Association's general work, under the direction of the President and the Board of Directors, study the interests of the various classes of publications in the Association, and plan and carry on promotion work in their interests. Applicants should understand advertising and merchandising.

Apply in writing only, stating age, full details of experience, and salary expected. Applications will be treated as confidential.

Address Acton Burrows, President, Canadian National Newspapers & Periodicals Association, 70 Bond Street, Toronto.

Accountant N
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Preferable
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Accountant N. Y. advertising agency with executive ability, good appearance, accurate. Unusual opportunity advancement. Give particulars including experience, age, starting salary. Box 489, P. I.

YOUNG MAN STENOGRAPHER

Preferably with experience in advertising concern or advertising department, who is willing to prove his ambition to become a salesman by putting in a lot of hard work to learn our business.

This opening is in one of our branch offices, not in New York.

This is your big opportunity. Box 67, Printers' Ink.

Wanted

HIGH GRADE PUBLICITY MAN

By well-established Omaha financial institution. A-1 references required showing capability to promote its business in a BIG WAY by advertising literature and personal activities. Address Box 459, Printers' Ink.

CIRCULATION MANAGER.

An opportunity for a man who has already built up a reputation for himself by actual results, both direct, mail, newsstand. He must be competent to take full charge of the department, be responsible for its continued rapid growth and management.

If you fulfill the above requirements, write, giving full experience, results, and salary. Address National Circulation, Box 465, Printers' Ink.

Advertising copy and promotion man. A real opportunity for some keen young man to break into the rapidly expanding export advertising business as promotion man and editor of house organ for leading technical export paper. Must have knack of seeing sales possibility in state, and ability to present a letter. This is absolutely essential knowledge of publishing business, technical products and export trade, any or all, will also be helpful. Give your experience in full, also age, nationality and salary at which you are willing to start. Address "Cromation" L. F. Gordon, 10th Ave. & 36th.

MEN OF UNUSUAL ABILITY

Are you aware that many, many opportunities of just the type you desire are to be had, but that you cannot, for certain and material reasons, negotiate for them without jeopardizing your present connection?

I personally conduct confidential negotiations for clients in such a way as to insure maximum salary and congenial environment. I welcome the "difficult and unusual" case.

PAUL ZERRAHN,

42 West 39th Street, New York.

WANTED—High-class, thoroughly experienced managing editor; man of ability and possibilities; sterling personal character, dependable, ambitious, young and looking for permanent connection. Salary \$5,000 or better to start with daily of near 50,000 circulation in middle states. Give history and references in first letter. Box 471, Printers' Ink.

SALES MANAGER—Prominent Canadian publishing house about to organize its production department upon commercial basis, requires services of man to take complete control of the development of printing and lithographing sales. A good knowledge of advertising will prove advantageous. House has splendid reputation for quality and service. High-class clientele promises substantial business. Commission basis, with drawing account. Replies in strict confidence. Box 470, Printers' Ink.

Advertising field manager for a successful rapidly growing trade weekly. Gross business last year \$225,000; only men with successful substantiated field records need apply; liberal salary or salary and commission or straight commission. We want a big man and expect to compensate accordingly; immediate vacancy; state briefly experience, age and compensation desired; strictest confidence observed; don't lose splendid opening by withholding fundamental information. Retiring manager drew down \$9200 in 1919. Address Room 713, 1480 Broadway.

ACCOUNTANT for Advertising Agency

Man to take charge of active set of general books and handle all auditing. Must be thoroughly competent. This offer is extended to those only who have had several years' experience. See Mr. Collins, Blackman-Ross Company, 95 Madison Avenue, New York City.

Copy Service and Layout Man

We want an all 'round man who can write—direct mail, house organs, trade and general advertising. A man with vision and the ability to adapt it to practical purposes. And—very important—a man who can write short, punchy articles on various phases of merchandising and salesmanship. This is a good, steady position with a high-class Philadelphia advertising and printing service house, which you will be given every opportunity and assistance to develop still further and to benefit accordingly. Give details as to experience and initial salary wanted; be prepared to submit samples of your work, and sell yourself in your letter, as that is what must gain you your first interview. Box 463, Printers' Ink.

Women's Specialty Store doing extensive business in large city in Middle West requires the services of a capable **ADVERTISING DIRECTOR**. Apply week of February second, E. E. ATKINSON & CO., 303 Fifth Ave., N. Y.

ADVERTISING SOLICITOR

for old established, live mechanical trade paper located in New York. Excellent opportunity for experienced man with record as good business getter. Box 479, Printers' Ink.

WANTED—An ambitious young man between 28 and 35 with advertising experience, retail hardware experience and at least high school education, capable of writing copy, planning window displays, familiar with modern retail hardware merchandising methods. Write full particulars in first letter, giving education, experience, references, salary required. Good position for right man. Box 461, Printers' Ink.

SALESMAN

Eastern manufacturer of lithographed tin packages want to secure energetic sales representative, now established in Chicago, to handle in Chicago territory, on commission basis, these lithographed tin containers, which are suitable for candy and confectionery, talcum and toilet articles, cigars and tobacco, automobile accessories, druggists' specialties, tea, coffee and spices, etc. State qualifications fully. Applications will be considered confidential. Box 476, P. I.

Rate Man and Office Manager

Wanted by a Philadelphia advertising agency working only on national accounts. An exceptional opportunity for the man who can qualify for the position. It calls for expert knowledge of newspapers, magazines and trade publications and their rates—as they stand today. Also for experience and proved ability in the management of office details in a national advertising agency. In applying make your letter complete enough in information to warrant appointment for interview. Box 490, Printers' Ink.

REAL OPPORTUNITY FOR SPACE BUYER

An experienced space buyer and rate man is wanted by a progressive advertising agency. There is a splendid opportunity for the right man. He must have a knowledge of publications and their particular value for special commodities; he must have personality; he must have had considerable experience. The right man has the opportunity of securing the best position of its kind in the advertising business. All communications will be kept strictly confidential. Please write a letter to the address below, giving age, experience and any other information that may be valuable. Box 494, Printers' Ink.

Important educational institution has permanent position for high-class salesman capable of earning better than one thousand a year. Give full particulars in first letter. All information strictly confidential. Address: 607 Lafayette Bldg., Philadelphia, Pa.

SALESMEN WANTED

Do you know the big h-salesman we need? One who makes upward of five thousand yearly. Possibly a high grade calendar or lithograph salesman selling counter cards, three panel window displays, calendars, mailing cards. We are the world's largest manufacturers of photographs for advertisers. Also have patented brilliant-color-process for displays in short editions that the lithographer cannot handle. Write us your experience. Schaefer-Ross Co., Rochester, N. Y.

MISCELLANEOUS

FOR SALE—Power-driven multigraph—two motors, new rollers, complete outfit of type and supplies. Bargain to quick buyer. Address Box 487, care of Printers' Ink.

\$10,000 cash and certain deferred payments which can be met from the income from the property buys one-half prosperous daily newspaper which made a profit of \$10,000 in 1919. Purchaser must be competent to edit and manage the property. Proposition U. E. Charles M. Palmer, Newspaper Properties, 225 Fifth Ave., N. Y.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders' Products
Printers' and Bookbinders'
Machinery of Every Description
CONNOR, FENDLER & CO.
Ninety-six Beekman St.
New York City

FOR SALE

Old established trade paper in the merchandising field.

Address "Established," Box 500, Printers' Ink.

POSITIONS WANTED

I HAVE HAD

Six years' sales-advertising experience and want a better opportunity. Now advertising manager manufacturing concern. My specialty is direct sales letters. Some agency experience. College graduate, 28, married. Present salary \$2,500. Address Box 468, Printers' Ink.

RESEARCH

College woman, thoroughly experienced in research and statistical lines, seeks new connection, with opportunity for initiative and constructive work. Can gather and organize essentials into usable form. Combines breadth of view with accuracy of detail. Box 473, P. I.

Young college... desires po... copy... care of P...

Sales Le

... you want... 492, Prin...

ARTIST, A.I.
... ideas,
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ground... vertigin... ters, ho... engravi... the ana... fective... seeking... is grow... Age. 2

Young college man, 22, studying advertising and selling at New York University, desires position in advertising office estimating copy and layout man. Box 492, care of Printers' Ink.

Sales Letters That Pay

are the kind I write. If they are the kind you want get in touch with me. Box 492, Printers' Ink.

ARTIST, A1, all around man. Originate, develop ideas, layout to finish. Figure, lettering, decoration. Display color work a specialty. Lithography; Airbrush. Salary \$55. Location New York. Box 485, P. I.

A thoroughly capable advertising assistant solicits position with national advertiser manufacturer where he may progress in the marketing division. Age 34, student Alexander Hamilton Institute. N. Y. C., Box 475, P. I.

Assistant Advertising Manager. Experience includes general advertising; thorough mechanical knowledge of production, art work, etc. At present production manager New York agency. Good ideas; layouts; copy. Age 28. Box 484, P. I.

New England Representation
A clear thinking, aggressive advertising salesman with a successful record, desires the representation for Boston and N. E. territory for a high-grade publication. Address Box 478, Printers' Ink.

ACCOUNT EXECUTIVE
Experienced in handling national accounts, seeks larger opportunity in agency field as account executive or assistant to big man. Copywriter of experience and knows agency work thoroughly. Box 481, Printers' Ink.

YOUNG WOMAN employed in responsible position in large publishing house desires position of greater responsibility in Advertising or Editorial Work. Capable handling correspondence. Would make good executive's assistant. Salary \$30. S. L. M., Box 496, Printers' Ink.

ADVERTISING SALESMAN or Contact Man

Young man with newspaper, agency and sales experience. Knowledge of copy, type and layout. Tactical, resourceful, and well educated. New York City preferred. Salary moderate. Box 502, P. I.

SUPERINTENDENT

Pressroom executive now employed by large book printer wants to enter some other field where a man with proven executive ability understanding paper, composition, binding, presswork, etc., could make himself valuable to his employer. Box 486, Printers' Ink.

I REPEAT

IF YOU NEED an advertising man, grounded in the principles of direct advertising, including catalogs, sales letters, booklets; knowledge of printing and engraving; possessing imagination and the analytical qualities necessary to effective advertising—**WRITE ME.** Now seeking opportunity with a concern that is growing and wants me to come along. Age 28. Box 498, Printers' Ink.

ADVERTISING MAN

6 years' experience writing direct mail and newspaper copy. Advertising manager of Southern Bank and Title Insurance Company. Ran my own Service Agency 2 years. Now on copy staff of direct mail agency. Salary to start \$75. Box 493, Printers' Ink.

MAN, 30, CHRISTIAN, MARRIED, WITH SEVEN YEARS' ADVERTISING AGENCY AND NEWSPAPER EXPERIENCE AS BOOKKEEPER, CASHIER AND OFFICE MANAGER, qualified to take full charge, seeks position in New York City. Salary required, \$35.00. Address P. I., Box 495, P. I.

Advertising Solicitor

Local, Chicago, or road territory man, if you are looking for a high-class man with 12 years' soliciting experience, thoroughly acquainted with agency as well as with direct work will be open for position February 15. Best of references. Box 501, Printers' Ink.

This is an unusual opportunity for an agency in good standing, in or near Philadelphia, to obtain a thoroughly trained and experienced business getter and service man. Capable of handling every detail of a national campaign. For seven years copy chief and general manager of a national agency. \$75.00 per week drawing account and fair commissions on new business. Address Box 464, care of Printers' Ink.

Sales Promoter

At present general manager and in charge of sales of company manufacturing an important mechanical device, but hampered by company's inability adequately to finance. Want opportunity to devote mature experience, unusual energy and recognized ability to sales extension for established or properly financed new concern with essential product. Have record as a progressive, productive, tactful business getter, experienced advertiser. American, age forty, unmarried. Box 474, P. I.

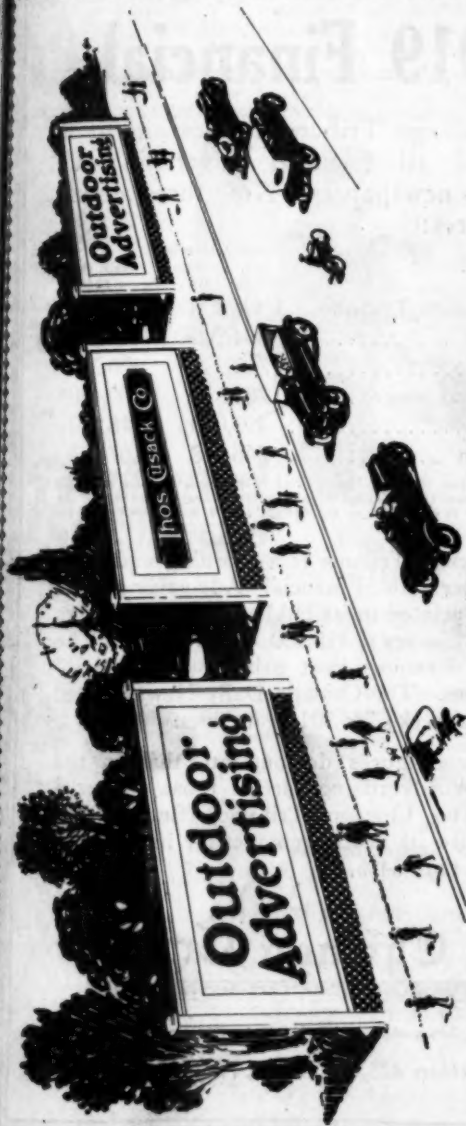
Advertising Manager Wants Position

This man has had ten years' experience in advertising with some of the foremost manufacturers in the United States. He has also had experience in advertising agencies. He knows the fundamentals of advertising and the media for putting them into effective operation—the "when," "how" and "which" of applying them to definite propositions. He has had a wide experience in using general magazines, business, technical and farm journals, direct-by-mail advertising, house-organs and dealer promotion work. He began as a copy writer and has gone through to important executive positions. His record is a good one, good enough to have resulted in return engagements with previous employers. He has sound business sense and executive ability. He is 34 years old and well educated, both from a business and general standpoint. He will be interested only in a position above the average with a substantial, progressive company. Address Box 472, care of Printers' Ink.

Table of Contents

PRINTERS' INK, February 5, 1920

The Reasons for the Rapid Growth of Manufacturers' Associations.....	1
<i>C. H. Rohrbach and John Allen Murphy</i>	
- Selling the Product as a Side-Line to Fill in Distribution Gaps.....	13
<i>G. A. Nichols</i>	
- Carthage Must Be Destroyed.....	23
<i>P. K. Marsh</i>	
Death of William Woodhead—Ex-President, A. A. C. of W.....	31
What Is a Trade-Mark?.....	31
<i>Roy W. Johnson</i>	
Additional Slogans Registered in the "Clearing House".....	40
The American Boy Wants a Practical Toy.....	41
<i>C. P. Russell</i>	
Advertising Campaign Proposed for South Africa.....	51
- Using "Greenhorns" to Sell a Mechanical Product.....	57
<i>C. B. McCusig</i>	
Advertising Information the Forthcoming Census Will Yield.....	65
- Famous Old Names That Once Were Widely Advertised.....	71
- Advertising Men, Let Us Forget the Clock.....	71
<i>William H. Rankin</i>	
- Burglar-Proofing a Market After You Have Won It.....	81
- Getting Dealers to Display Merchandise Packages.....	90
<i>John M. Schlachter</i>	
- A Worker Writes About Lord Leverhulme.....	97
Latin-American Countries Don't Want Pirated Trade-Marks.....	106
- Selling the Big Boss.....	111
<i>Henry Burwen</i>	
- A Selling Course That Cuts Down Factory Returns.....	120
<i>Roland Cole</i>	
- Is It Wise to Mark an Age Limit?.....	129
<i>S. E. Kiser</i>	
Alleged Humor in English Advertising.....	141
<i>Thomas Russell</i>	
- Leading the Eye Down Through Single-Column Space.....	144
<i>A. J. Townsend</i>	
Manufacturers Making Start Abroad Under a New Name.....	151
- How Marshall Field & Co. Cater to the Coming Generation.....	155
- Kresge Stores Raise Limit to One Dollar.....	161
- Pollyanna Letters.....	167
<i>J. T. Bartlett</i>	
War, Prohibition and the Wave of Advertising.....	181
Editorials.....	190
Advertising and the Fifth-Wheel Distributor—New Use for a Slogan— The Right to Sell Co-operatives—Advertising Guarantees To-morrow's Prosperity.	
The Little Schoolmaster's Classroom.....	206



The Road To Merchandising Success

Chicago

Jhos. Gsack Co.

New York

1919 Financial

The Chicago Tribune carries almost a third of all financial advertising in Chicago newspapers. Note these amazing figures:

	Total Advertising Linage for 1919	Gain Over 1918
The Chicago Tribune ...	1,495,293	868,898
Post	834,546	460,849
News	765,901	400,099
Herald-Examiner	701,524	269,438*
Journal	493,000	218,949
American	366,418	167,015

(*In figuring gain of Herald-Examiner the 1918 lineage has been completed by adding lineage of the Chicago Herald and the Chicago Examiner for the first 4 months to the figures of the Chicago Herald and Examiner for the last 8 months of 1918).

The Chicago Tribune is a morning and Sunday paper. In Financial Advertising The Tribune printed in its DAILY ONLY (6 days a week) issues 1,118,380 agate lines. The Chicago Evening Post printed only 834,546 agate lines. The Chicago Daily News printed (6 days a week) 765,901 agate lines.

The above figures demonstrate that in the Financial Advertising carried those 6 days a week, The Chicago Tribune (Sunday excluded) led its nearest competitor in the field by more than 34%.

The Chicago Tribune

101 THE WORLD'S GREATEST NEWSPAPER 101

Tribune Bldg., Chicago—512 Fifth Ave., New York—406 Hess Bldg., Los Angeles

Circulation 425,000 Daily, 725,000 Sunday